



Comstock Center Sub Area Plan Market Assessment

Prepared by:



Prepared for:

Comstock Charter Township

In collaboration with

Beckett & Raeder



Comstock Center Market Assessment Retail Strategy

Prepared by:



Prepared for:

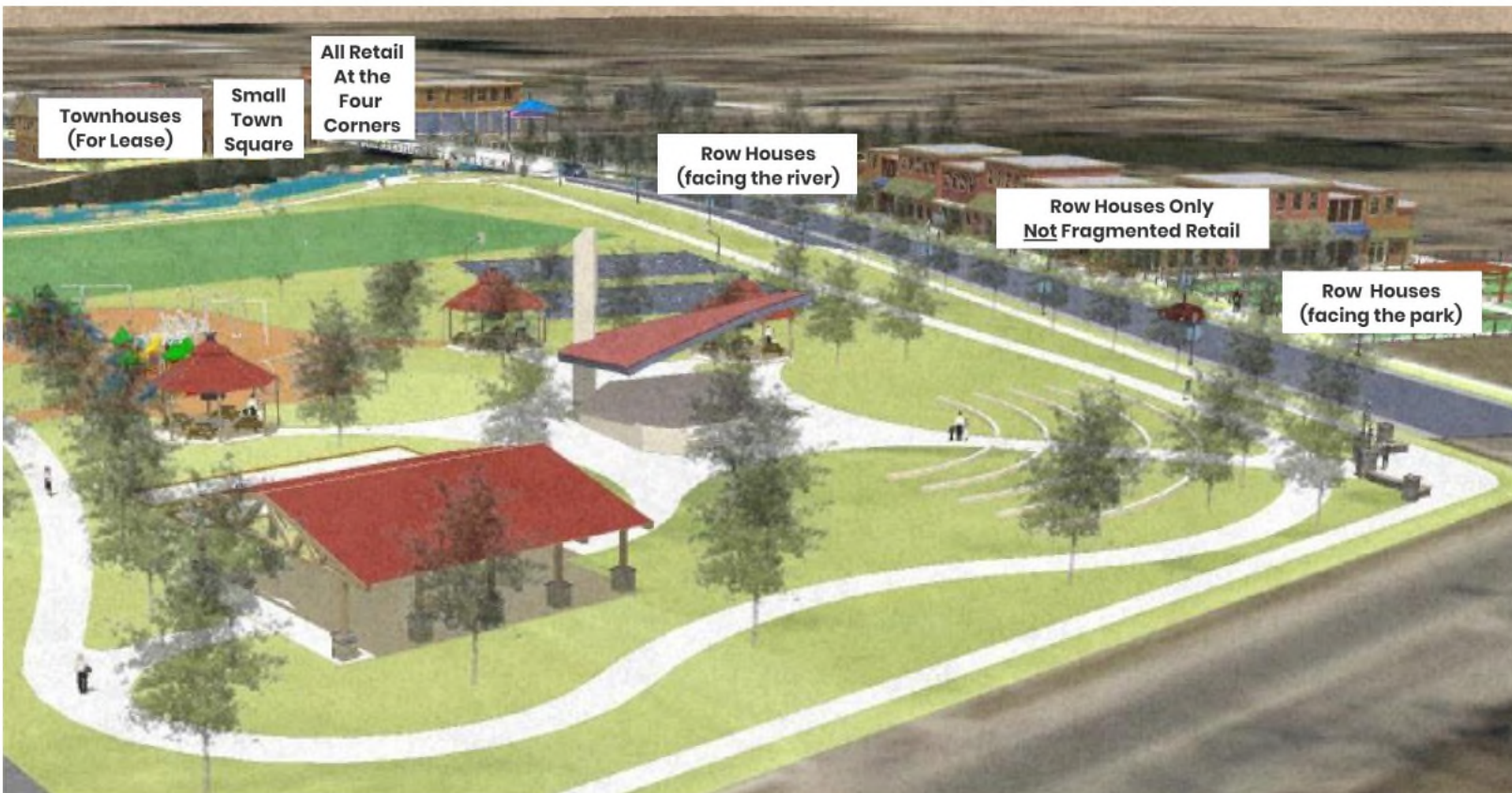
Comstock Charter Township

In collaboration with

Beckett & Raeder

Optimal Location Strategy | Comstock

Optimal land use strategy from the perspective of developers and retailers.



LandUseUSA

Analysis & exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder, May 2018. Underlying subarea plans prepared by Williams & Works with comments added by LandUseUSA to reflect the optimal land use strategy, and at the request of Comstock Charter Township.

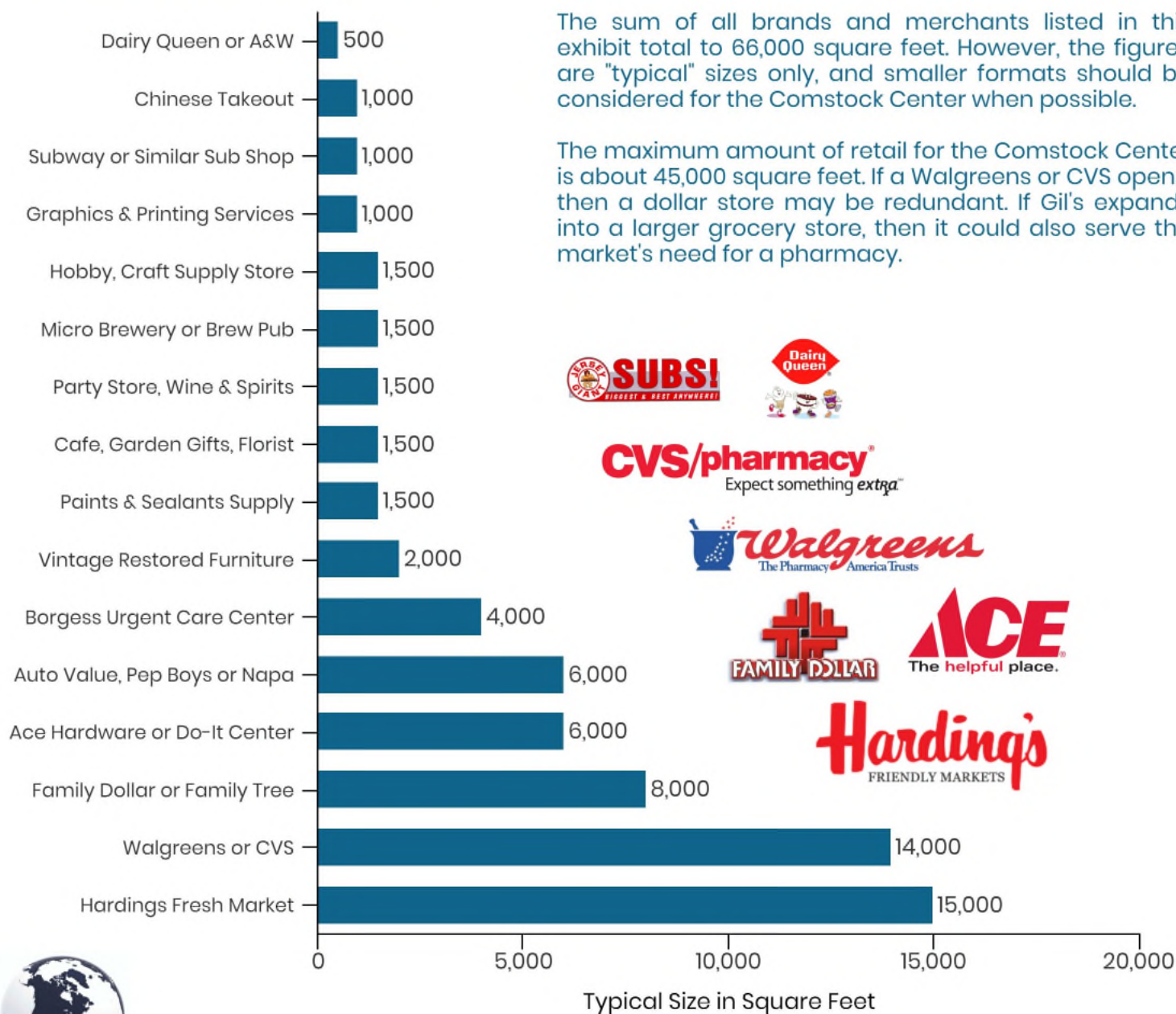
Retail Capacity | Comstock Center

A qualitative assessment of retail gaps, opportunities, and strategies.

Key Recommendations

Small merchants retail space should not be developed within Comstock Center on speculation alone. Rather, it should be developed in a public-private partnership and collaboration with a build-to-suit anchor, such as a new grocery store, pharmacy, dollar store, auto parts supply store, or general hardware store. An anchor is essential for drawing shoppers into the Center and generating cross-shopping activity for smaller independent merchants. This is key to ensuring that small tenants can generate enough retail sales to cover their costs while being profitable. A microbrewery or brew pub is supportable, but should not be considered as a substitute for an anchor store.

Market Gaps and Needs by Category



Disclaimer on Sizes and Summation

The sum of all brands and merchants listed in this exhibit total to 66,000 square feet. However, the figures are "typical" sizes only, and smaller formats should be considered for the Comstock Center when possible.

The maximum amount of retail for the Comstock Center is about 45,000 square feet. If a Walgreens or CVS opens, then a dollar store may be redundant. If Gil's expands into a larger grocery store, then it could also serve the market's need for a pharmacy.

Retail Capacity | Comstock Center

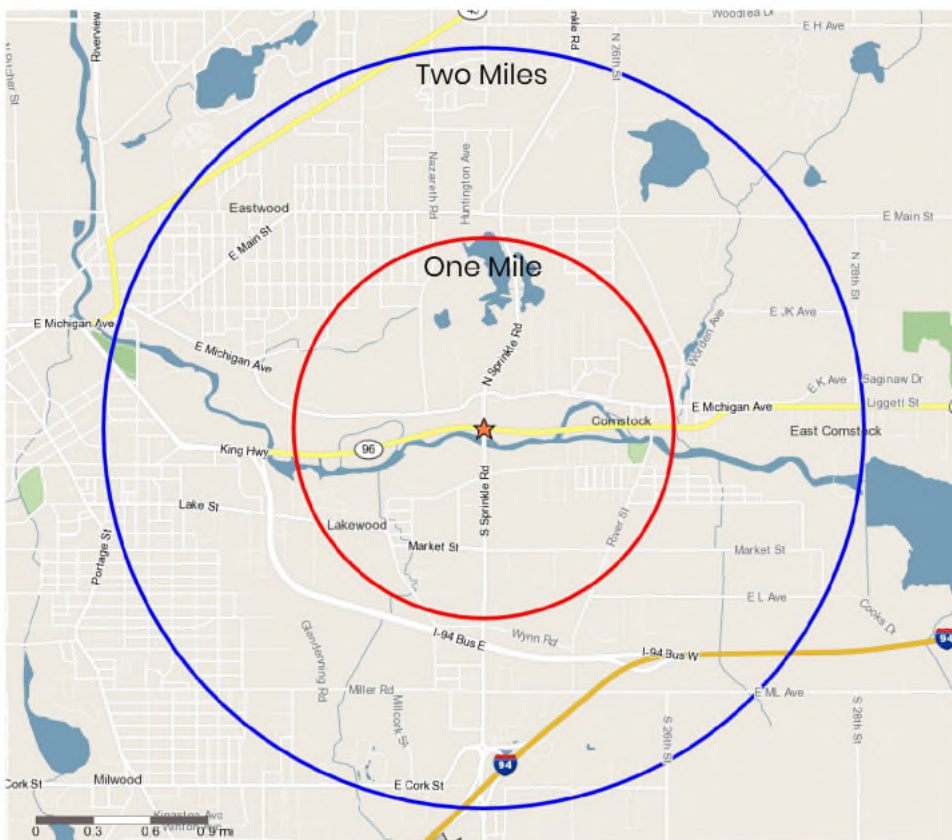
Forecasts of retail expenditures translated into square feet.

Key Observations

1. Comstock Charter Township has about 16,000 residents, but less than 3,000 are living within 1 miles of the Comstock Center or downtown. There is a need to attract more resident households that will help generate expenditures for retail anchors and merchants.
2. Comstock Township's residents have a per capita income of about \$30,000, which helps generate an aggregate resident expenditure potential of \$70 million. However, at least 80% of these retail expenditures will take place along Gull Road, or will be exported to other shopping destinations like the Westnedge Avenue corridor in the City of Portage.
3. Assuming that Comstock Center can capture 20% of total retail expenditures by established households, then it has a capacity for \$15 million in total retail sales annually. Assuming an average productivity of \$350 per square foot suggests a capacity for two or three new anchor stores (sharing 30,000 square feet), and up to 10 small merchants averaging 1,500 square feet each. These figures have been adjusted for a small amount of visitor import, and represent not-to-exceed maximums.

Market Parameters | 2020

Geography	Population
Comstock Township	16,000
Comstock 1 Mile	3,000
Comstock 2 Miles	20,000
Geography	Per Capita Income
Comstock Township	\$30,000
Comstock 1 Mile	\$28,000
Comstock 2 Miles	\$27,000
Geography	Total Personal Income
Comstock Township	\$480 million
Comstock 1 Mile	\$84 million
Comstock 2 Miles	\$540 million
Geography	Gross Retail Sales
Comstock Township	\$75 million
Comstock 1 Mile	\$13 million
Comstock 2 Miles	\$84 million
...	...
Comstock Center	20% Market Share
Gross Retail Sales	\$15 million
Average Productivity	\$330/sq. ft.
2 or 3 Anchor Stores	30,000 sf total
10 Merchant Shops	15,000 sf total
Total (maximum)	45,000 sf max.



Comstock Center Subarea Plan
Rendering by Williams & Works



Retail Capacity | Comstock Center

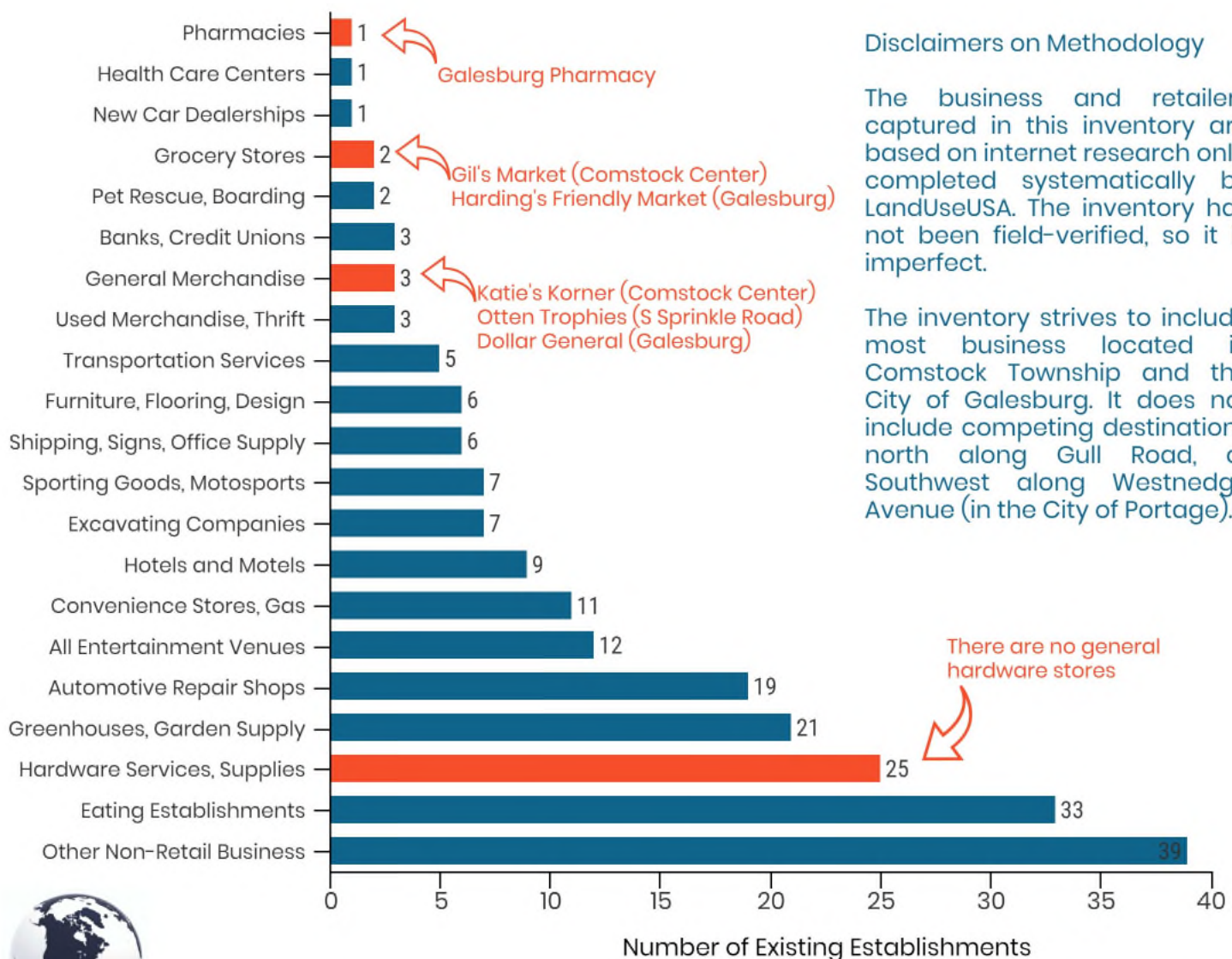
A qualitative assessment of retail gaps and probable needs.

Key Recommendations

LandUseUSA recommends that Gil's Market expand into a new facility with a facade, storefront, and windows that faces traffic. The new store could also consider operating under a new brand, such as Harding's Friendly Market. Ideally it would relocate into the Comstock Center and serve as an anchor for local merchants.

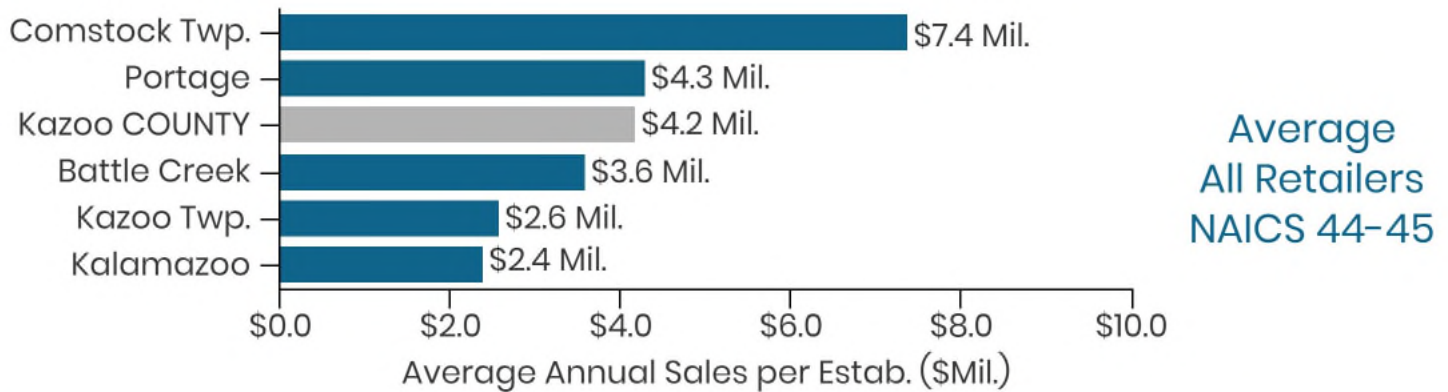
The township should be proactive in anticipating future interest from chain stores like pharmacies (Walgreens, CVS); grocery stores (Harding's Friendly Market); dollar stores (Family Dollar, Dollar Tree); general hardware stores (Ace Hardware, Do-It Center); automotive parts stores (AutoValue, Pep Boys, Napa); credit bureaus; and urgent care centers. LandUseUSA does not typically advocate chain stores in small downtowns. This is an exception because they will inevitably locate into the township – so they could be recruited to anchor the Center.

Chain stores could be viewed as anchors and opportunities for Comstock Center, or as competitors. If they are not recruited as small anchors, then they could open at the fringes of the township and siphon shoppers away from the Center and its local merchants.



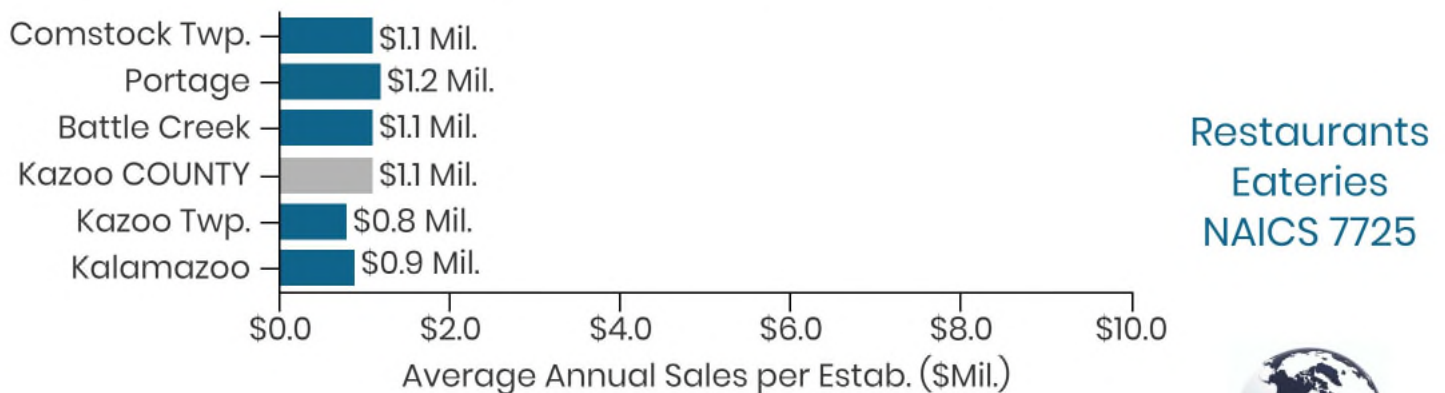
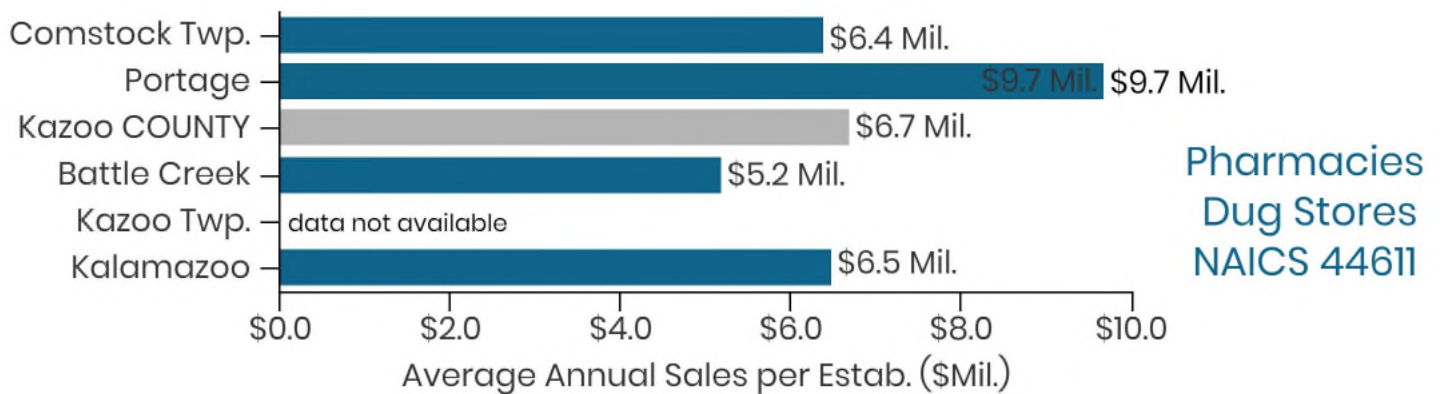
Average Retail Sales | Comstock

A comparison of transacted retail sales per establishment, forecast to 2020.



Above | Comstock Township's Gull Road retail district is benefiting from considerable import by shoppers and patrons who actually live in Kalamazoo Township and the City of Kalamazoo. As a result, average retail sales in the township is an impressive \$7.4 million and more than twice that of its neighboring jurisdictions. New retailers seeking locations in Comstock Township will be inclined to located along Gull Road or I-94, with visibility to high traffic volumes. Retailers that locate in the Comstock Center must anticipate achieving sales that are lower than average for the county.

Below | Pharmacies (as well as grocery stores) represent good anchors and can be expected to achieve annual sales of at least \$5 million. Restaurants and microbreweries are also good attractions and amenities. However, a microbrewery in the Comstock Center is unlikely to exceed \$1 million in annual revenues, and it would not be a substitute for a necessary anchor.

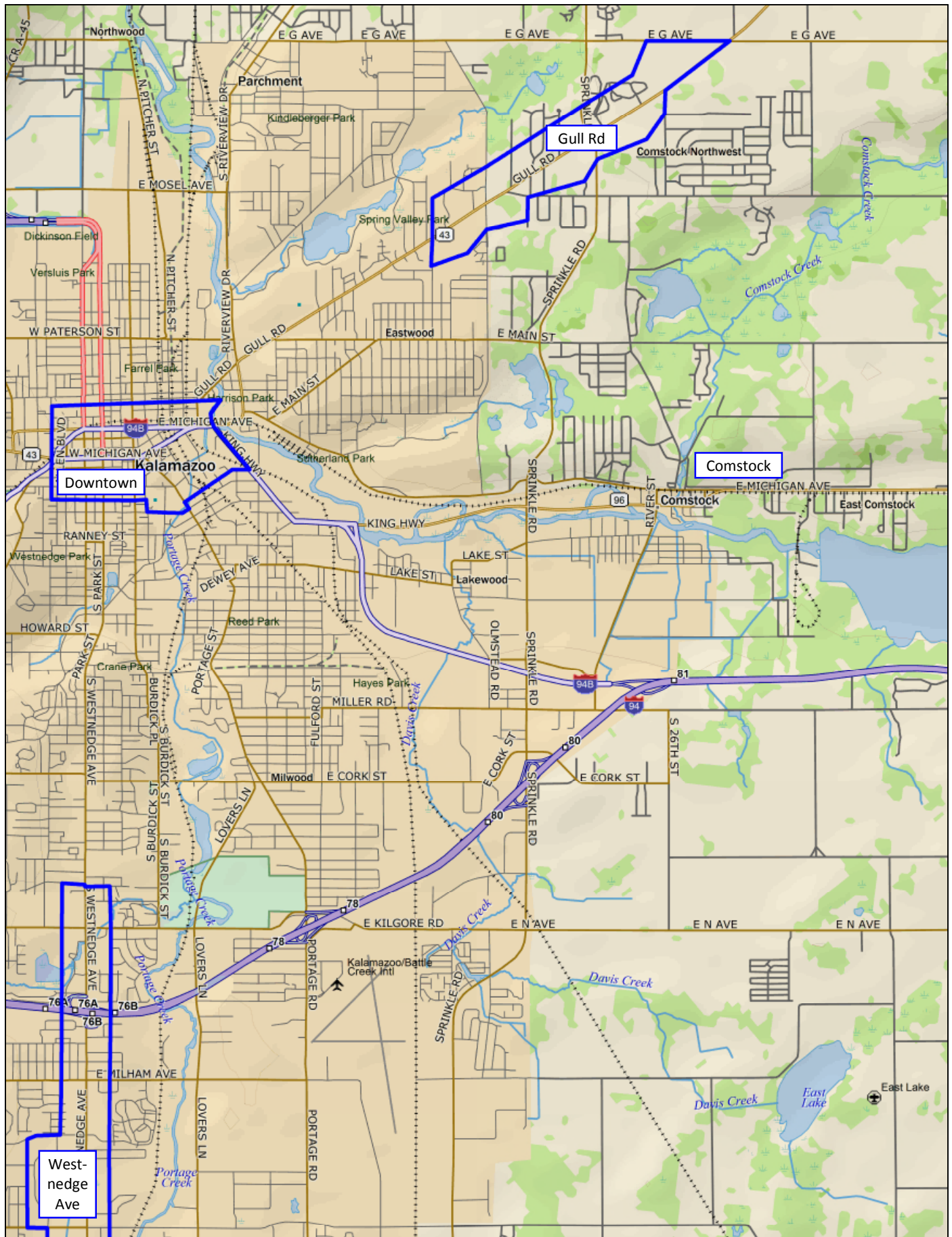


Source: Underlying data provided by the Economic Census with forecasts to 2020 by LandUseUSA. Analysis and exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder, May 2018. NAICS indicates the North American Industrial Classification System as established by the US Census.

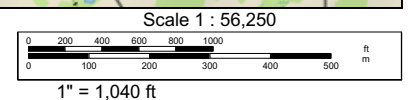


LandUseUSA

Regional Setting and Retail Destinations Comstock Charter Township, Michigan



Underlying map provided by Delorme; exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder; May 2018.



Traffic Volumes | Comstock Center

Assessment of visibility to vehicular traffic for advertising exposures.

Key Observations

1. Advertising for Comstock Center should be placed along Interstate 94, which has 60,000 to 65,000 vehicles daily. This traffic has the capacity to generate at least 23 million advertising exposures annually for the Center and its downtown merchants and businesses.

2. Regional shopping destinations along Gull Lake Road to the north and Westnedge Avenue to the southwest have impressive traffic volumes of 23,342 and 31,5017 daily vehicles, respectively. These volumes are typically needed to attract anchor stores with 20,000+ square feet.

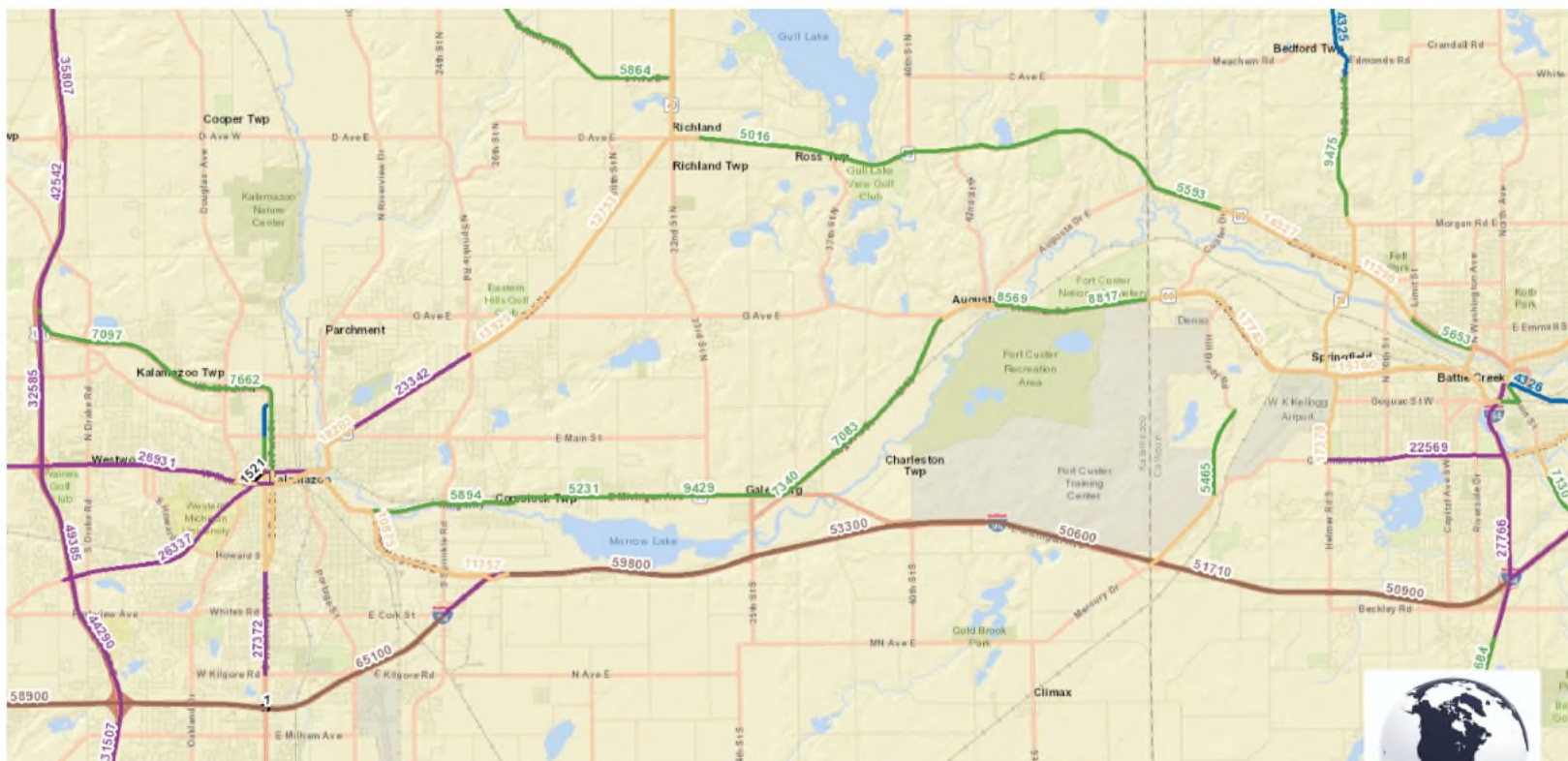
3. Traffic volumes in the Comstock Center (along South River Street) were approaching 9,000 vehicles daily in 2007 – the most recent year of data provided by MDOT. This was prior to improvements to Sprinkle Road, which now encourages north-south commuters to bypass the Comstock Center. LandUseUSA estimates that volumes may have fallen below 6,000 vehicles daily since 2007.

4. Most retail anchors (green grocers, pharmacies, dollar stores, hardware, and auto parts supply stores) will prefer traffic volumes of at least 10,000 vehicles daily. LandUseUSA estimates that the Comstock Township Center has a potential to regain traffic volumes by offering these and other retail conveniences in an enjoyable environment.

Average Daily Traffic (ADT)

Year	Street / Highway	ADT
2013	Sprinkle Road at I-94	32,230
2013	Sprinkle Road North	26,405
2016	Gull Road (at the peak)	23,342
2016	W King Highway (peak)	9,430
2016	W King Highway (west)	5,894
2013	W King Highway (center)	5,230
2013	E Michigan Ave (center)	3,647
2013	26th Street N (center)	4,550
2013	Comstock Ave E-W	3,090
2007	S River Street (center)	8,967 nc

nc indicates not comparable because the counts were made before the pre-Sprinkle Road improvements. Nevertheless, is reasonable approximation of Comstock Center's upside traffic potential.





Comstock Center Market Assessment Target Markets

Prepared by:



Prepared for:

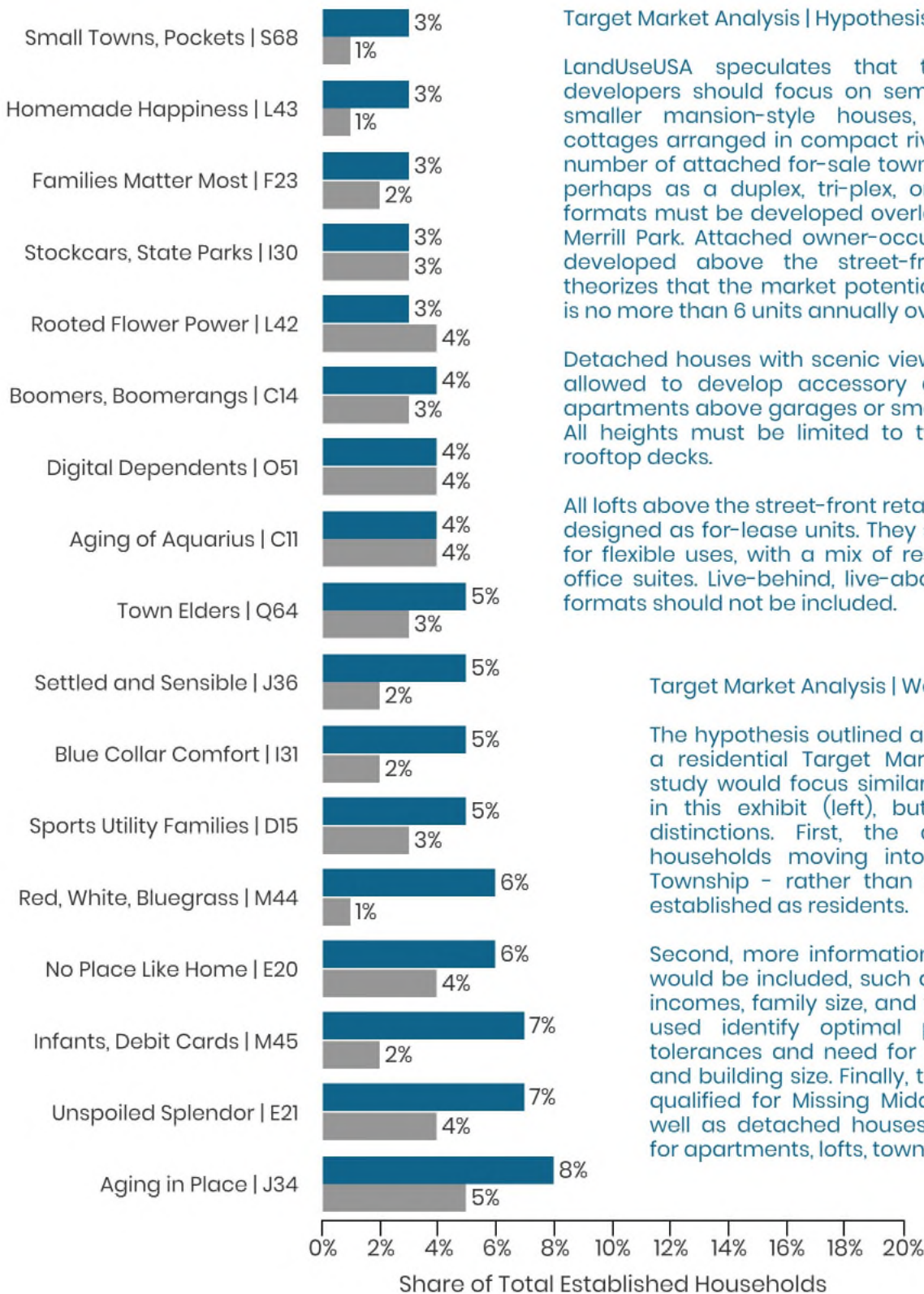
Comstock Charter Township

In collaboration with

Beckett & Raeder

Established Target Markets | Comstock

A comparison of the Mosaic Lifestyle Clusters currently living in the township.



Target Market Analysis | Hypothesis

LandUseUSA speculates that the township and its developers should focus on semi-attached row houses, smaller mansion-style houses, and some detached cottages arranged in compact riverfront settings. A small number of attached for-sale townhouses could be tested, perhaps as a duplex, tri-plex, or four-plex. All of these formats must be developed overlooking either the river or Merrill Park. Attached owner-occupied units must not be developed above the street-front retail. LandUseUSA theorizes that the market potential for attached products is no more than 6 units annually over the next five years.

Detached houses with scenic views of the river should be allowed to develop accessory dwelling units, such as apartments above garages or small cottages on long-lots. All heights must be limited to two levels, plus optional rooftop decks.

All lofts above the street-front retail in the Center should be designed as for-lease units. They should also be designed for flexible uses, with a mix of residential lofts and small office suites. Live-behind, live-above, and other live-work formats should not be included.

Target Market Analysis | Work Approach

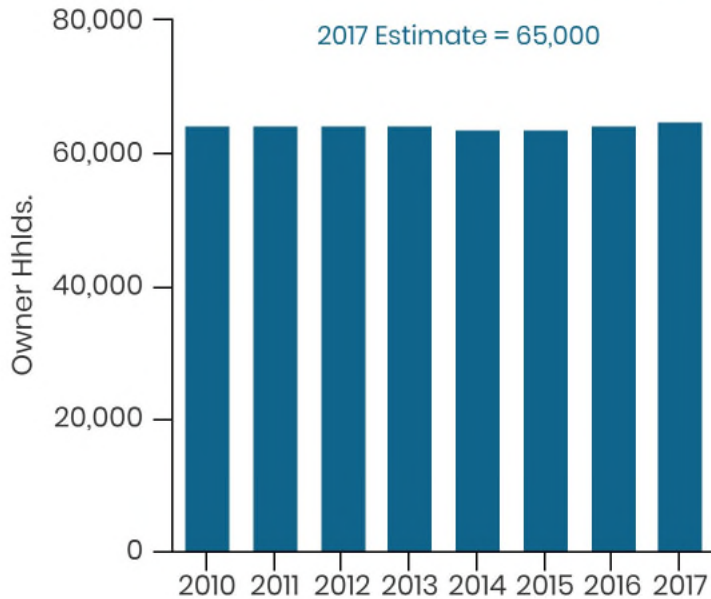
The hypothesis outlined above can be tested with a residential Target Market Analysis (TMA). The study would focus similar lifestyle clusters shown in this exhibit (left), but with some important distinctions. First, the data would focus on households moving into and within Comstock Township - rather than those who are already established as residents.

Second, more information on the target markets would be included, such as their movership rates, incomes, family size, and tenure. Results would be used identify optimal prices (including price tolerances and need for attainably-priced units); and building size. Finally, the results would also be qualified for Missing Middle Housing formats (as well as detached houses), with absorption rates for apartments, lofts, townhouses, and row houses.

Households by Tenure | Comstock

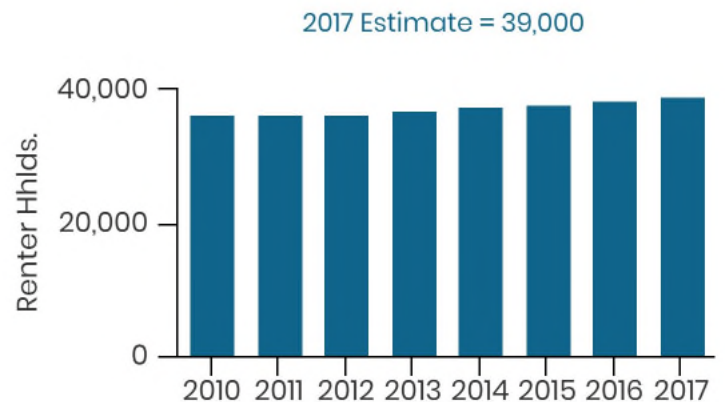
A comparison of existing households by tenure over time.

Owner-Occupied Households Kalamazoo County, Michigan



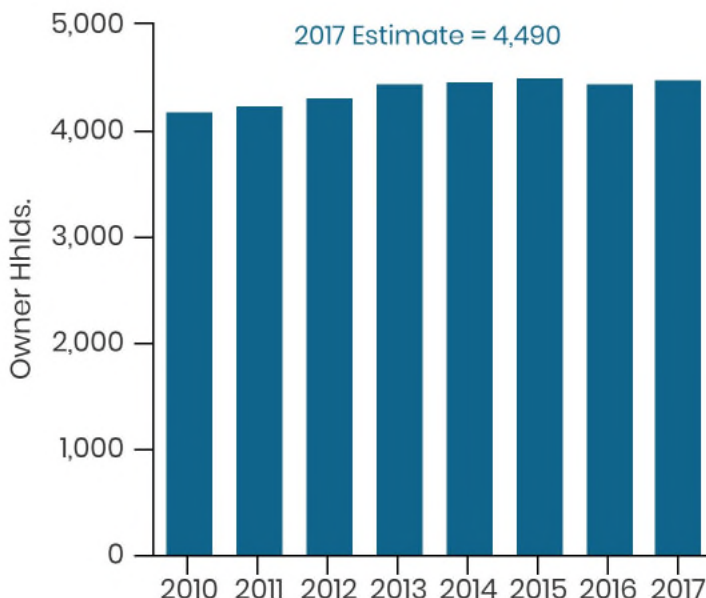
Renter-Occupied Households Kalamazoo County, Michigan

Observation: Kalamazoo County is experiencing modest gains in both owner- and renter-occupied households. Owner-occupied households outnumber renters at a ratio of about two to one.

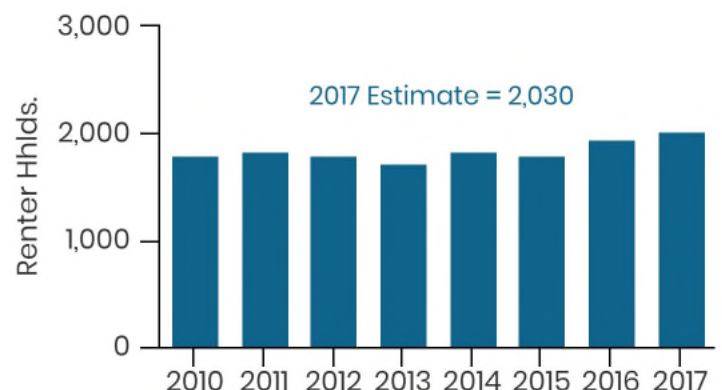


Observations: Compared to averages for Kalamazoo County, renter-occupied households are relatively less prevalent in Comstock Township. However, they are gaining ground and there may be a need for new rental choices in the market, such as like townhouses, row houses, and lofts (flex space) above new retail in the Comstock Center or downtown.

Owner-Occupied Households Comstock Township, Michigan

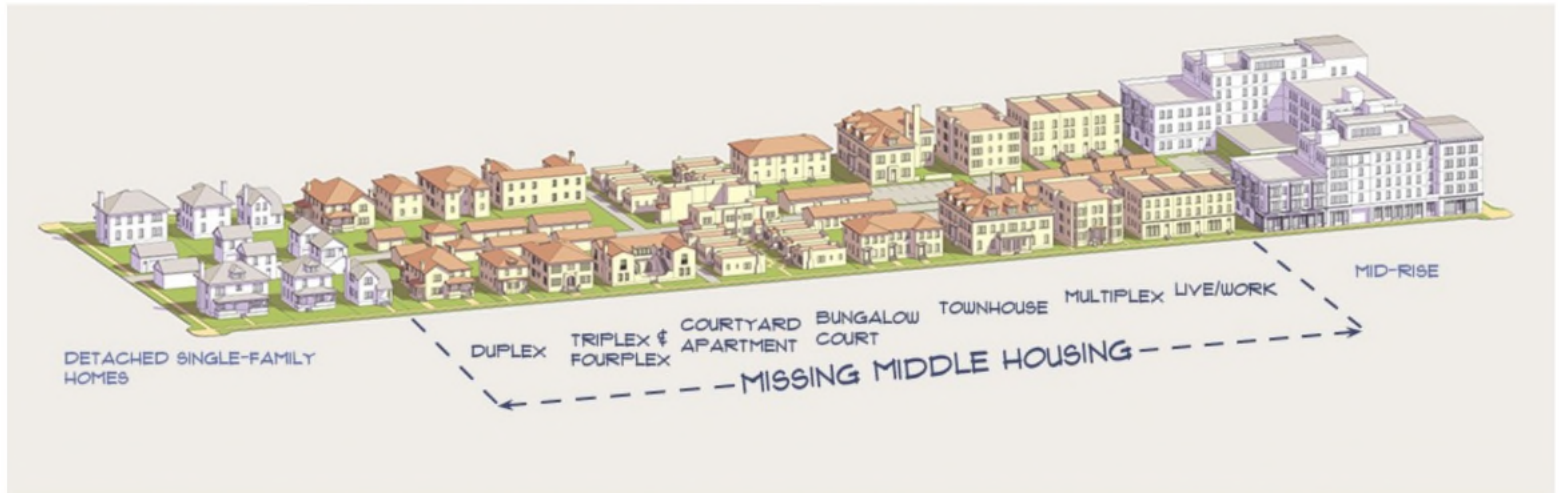


Renter-Occupied Households Comstock Township, Michigan



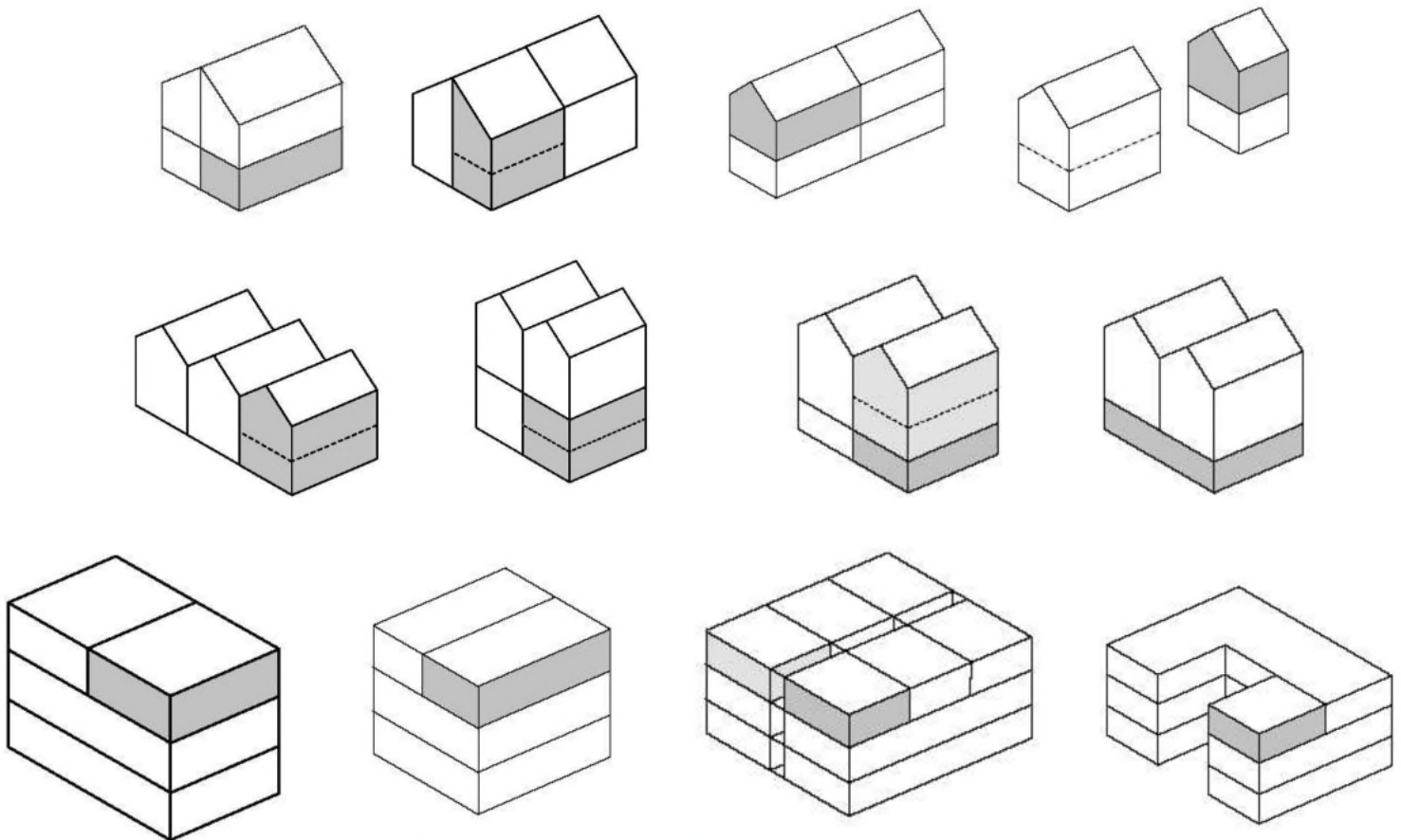
Missing Middle Housing

A typology of urban building formats that migrating households are seeking.



Above: Missing Middle Housing | Urban Infill and Transition

Source: Dan Parolek and Opticos Design Group



Above: Building Blocks for Mixed-Use Building
Flex Space Lofts Above and/or Behind Street-Front Retail





Segment/ Group	Name	Short Description
A	Power Elite	The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer
A01	American Royalty	Wealthy, influential couples and families living in prestigious suburbs
A02	Platinum Prosperity	Wealthy and established empty-nesting couples residing in suburban and in-town homes
A03	Kids and Cabernet	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs
A04	Picture Perfect Families	Established families of child-rearing households living in wealthy suburbs
A05	Couples with Clout	Middle-aged, childless couples living in affluent metro areas
A06	Jet Set Urbanites	Mix of affluent singles and couples living in urban neighborhoods
B	Flourishing Families	Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles
B07	Generational Soup	Affluent couples and multi-generational families living a wide range of lifestyles in suburbia
B08	Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia
B09	Family Fun-tastic	Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities
B10	Cosmopolitan Achievers	Affluent middle-aged and established couples and families enjoying dynamic lifestyles in metro areas
C	Booming with Confidence	Prosperous, established couples in their peak earning years living in suburban homes
C11	Aging of Aquarius	Upscale boomer-aged couples living in city and close-in suburbs
C12	Golf Carts and Gourmets	Upscale retirees and empty-nesters in comfortable communities
C13	Silver Sophisticates	Mature, upscale couples and singles in suburban homes
C14	Boomers and Boomerangs	Baby boomer adults and their teenage/young adult children sharing suburban homes
D	Suburban Style	Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes
D15	Sports Utility Families	Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles in outlying suburbs
D16	Settled in Suburbia	Upper middle-class diverse family units and empty nesters living in established suburbs
D17	Cul de Sac Diversity	Ethnically-diverse, middle-aged families settled in new suburban neighborhoods
D18	Suburban Attainment	Upper middle-class couples and families living mainly in the expanding suburbs
E	Thriving Boomers	Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes
E19	Full Pockets, Empty Nests	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
E20	No Place Like Home	Upper middle-class multi-generational households in exurban areas
E21	Unspoiled Splendor	Comfortably established baby boomer couples in town and country communities

F	Promising Families	Young couples with children in starter homes living child-centered lifestyles
F22	Fast Track Couples	Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles
F23	Families Matter Most	Young, middle-class families in scenic suburbs leading active, family-focused lives
G	Young, City Solos	Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas
G24	Status Seeking Singles	Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles
G25	Urban Edge	Younger, up-and-coming singles living big city lifestyles located within top CBSA markets
H	Middle-class Melting Pot	Mid-scale, middle-aged and established couples living in suburban and fringe homes
H26	Progressive Potpourri	Mature, couples with comfortable and active lives in middle-class suburbs
H27	Birkenstocks and Beemers	Upper middle-class, established couples living leisure lifestyles in small towns and cities
H28	Everyday Moderates	Mid-scale, multi-cultural couples and families living in mid-tier metro suburban settings
H29	Destination Recreation	Middle-aged, midscale couples in rural towns and fringe suburbs working to enjoy their active lifestyles
I	Family Union	Mid-scale, middle-aged families living in homes supported by solid blue-collar occupations
I30	Stockcars and State Parks	Middle-class couples and families living in more remote rural communities
I31	Blue Collar Comfort	Middle-class families in smaller cities and towns with solid blue-collar jobs
I32	Steadfast Conventionalists	Conventional Generation X families located in selected coastal city homes
I33	Balance and Harmony	Middle-class families living lively lifestyles in city-centric neighborhoods
J	Autumn Years	Established and mature couples living gratified lifestyles in older homes
J34	Aging in Place	Middle-class seniors living solid, suburban lifestyles
J35	Rural Escape	Older, middle-class couples and singles living comfortable lives in rural towns
J36	Settled and Sensible	Older, middle-class and empty-nesting couples and singles in city neighborhoods
K	Significant Singles	Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of living
K37	Wired for Success	Young, mid-scale singles and couples living socially-active city lives
K38	Gotham Blend	Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles
K39	Metro Fusion	Middle-aged singles living urban active lifestyles
K40	Bohemian Groove	Older unattached individuals enjoying settled urban lives
L	Blue Sky Boomers	Lower- and middle-class baby boomer-aged households living in small towns
L41	Booming and Consuming	Older empty-nesting couples and singles enjoying relaxed lives in small towns
L42	Rooted Flower Power	Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement
L43	Homemade Happiness	Lower middle-class baby boomer households living in remote town and country homes
M	Families in Motion	Younger, working-class families earning moderate incomes in smaller residential communities
M44	Red, White and Bluegrass	Lower middle-income rural families with diverse adult and children household dynamics
M45	Infants and Debit Cards	Young, working-class families and single parent households living in small established, city residences

N	Pastoral Pride	Mix of lower middle-class unattached individuals and couples who have settled in country and small town areas
N46	True Grit Americans	Older, middle-class households in town and country communities located in the nation's midsection
N47	Countrified Pragmatics	Lower middle-income couples and singles living rural, casual lives
N48	Rural Southern Bliss	Lower middle-income multi-generational families living in small towns
N49	Touch of Tradition	Working-class, middle-aged couples and singles living in rural homes
O	Singles and Starters	Young singles starting out, and some starter families, in diverse urban communities
O50	Full Steam Ahead	Younger and middle-aged singles gravitating to second-tier cities
O51	Digital Dependents	Mix of Generation Y and X singles who live digital-driven, urban lifestyles
O52	Urban Ambition	Mainly Generation Y singles and single families established in mid-market cities
O53	Colleges and Cafes	Young singles and recent college graduates living in college communities
O54	Striving Single Scene	Young, singles living in Midwest and Southern city centers
O55	Family Troopers	Families and single-parent households living near military bases
P	Cultural Connections	Diverse, mid- and low-income families in urban apartments and residences
P56	Mid-scale Medley	Middle-aged, mid-scale income singles and divorced individuals in secondary cities
P57	Modest Metro Means	Mid-scale singles established in inner-city communities
P58	Heritage Heights	Singles and families with mid and low incomes living settled lives in urban apartments
P59	Expanding Horizons	Middle-aged, mid-scale income families living mainly within US border cities
P60	Striving Forward	Mid-scale families and single parents in gateway communities
P61	Humble Beginnings	Multi-cultural singles and single-parent households with mid-scale incomes in city apartments
Q	Golden Year Guardians	Retirees living in settled residences and communities
Q62	Reaping Rewards	Relaxed, retired couples and widowed individuals in suburban homes living quiet lives
Q63	Footloose and Family Free	Elderly couples and widowed individuals living active and comfortable lifestyles
Q64	Town Elders	Stable, minimalist seniors living in older residences and leading sedentary lifestyles
Q65	Senior Towers	Downscale, settled retirees in metro apartment communities
R	Aspirational Fusion	Low-income singles and single parents living in urban locations striving to make a better life
R66	Dare to Dream	Young singles, couples and single parents with lower incomes starting out in city apartments
R67	Hope for Tomorrow	Young, lower-income single parents in second-city apartments
S	Economic Challenges	Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet
S68	Small Town Shallow Pockets	Older, low income singles and empty-nesters living in modest ex-urban small towns
S69	Urban Survivors	Older, lower income singles and single parents established in modest urban neighborhoods
S70	Tight Money	Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments
S71	Tough Times	Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments

Infants, Debit Cards | M45

Lifestyles and Spending Preferences | National Averages

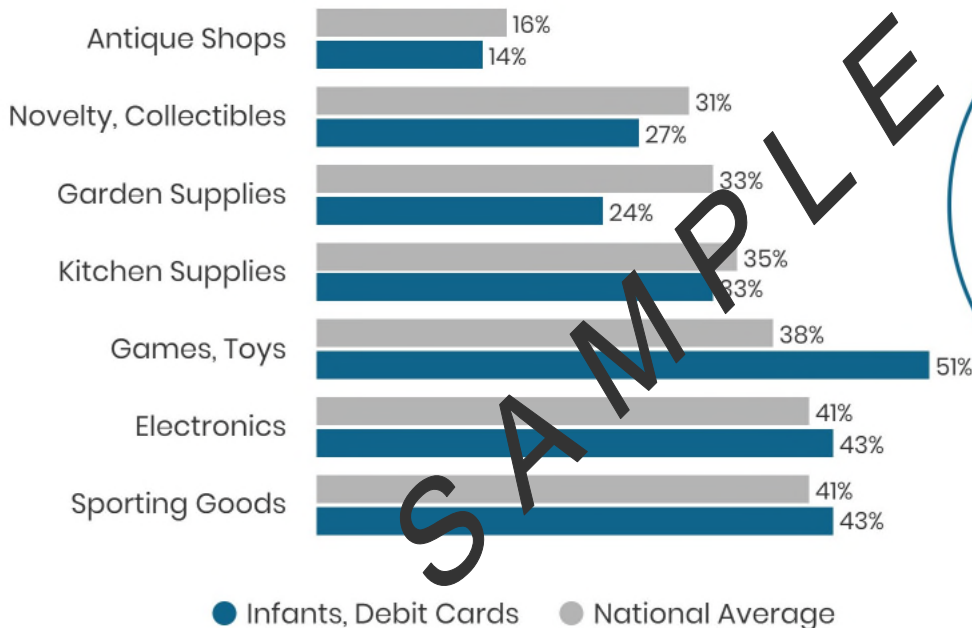
Median Household Income



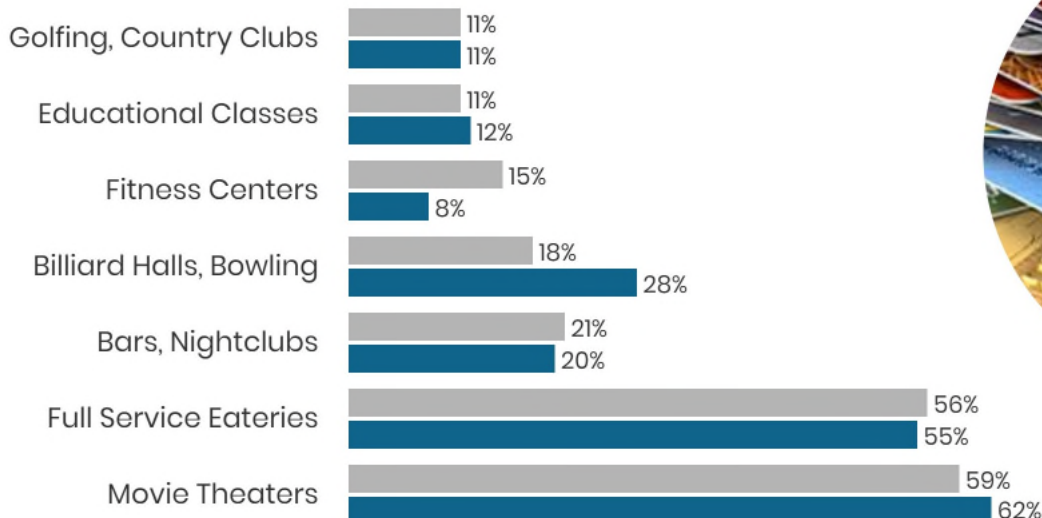
Average Tenure



Share of Households Inclined to Spend by Retail and Entertainment Category



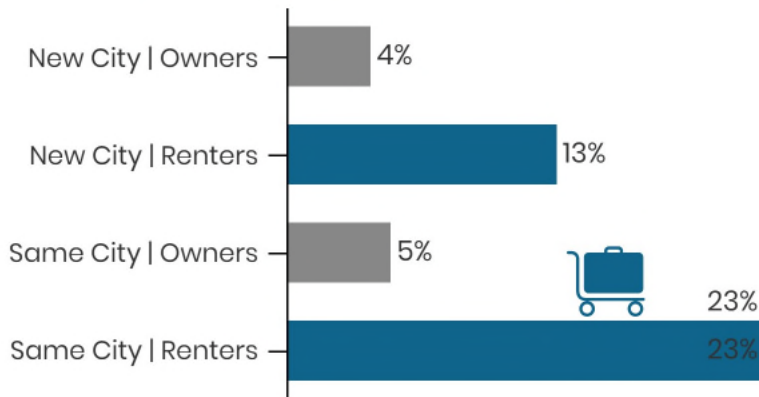
Enjoy Bargain Hunting
Enjoy Bowling, Billiard Leagues
In Early Childrearing Years
Home-Based Activities
Enjoying Reality Television
Living in Rural Settings



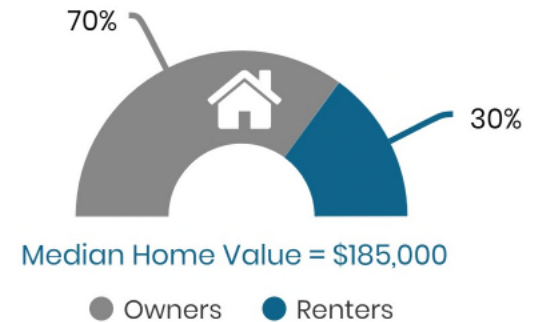
Infants, Debit Cards | M45

Lifestyles and Housing Preferences | Michigan Averages

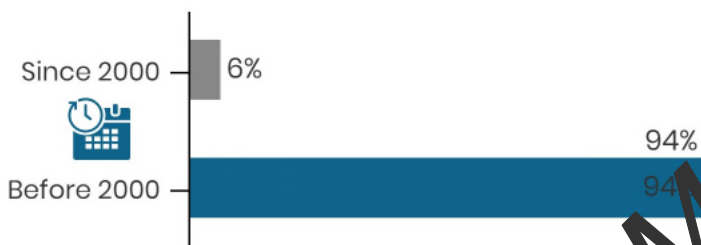
Average Annual Movership Rates



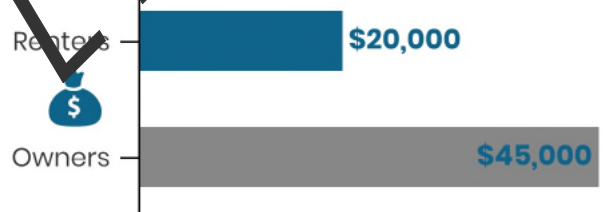
Average Tenure



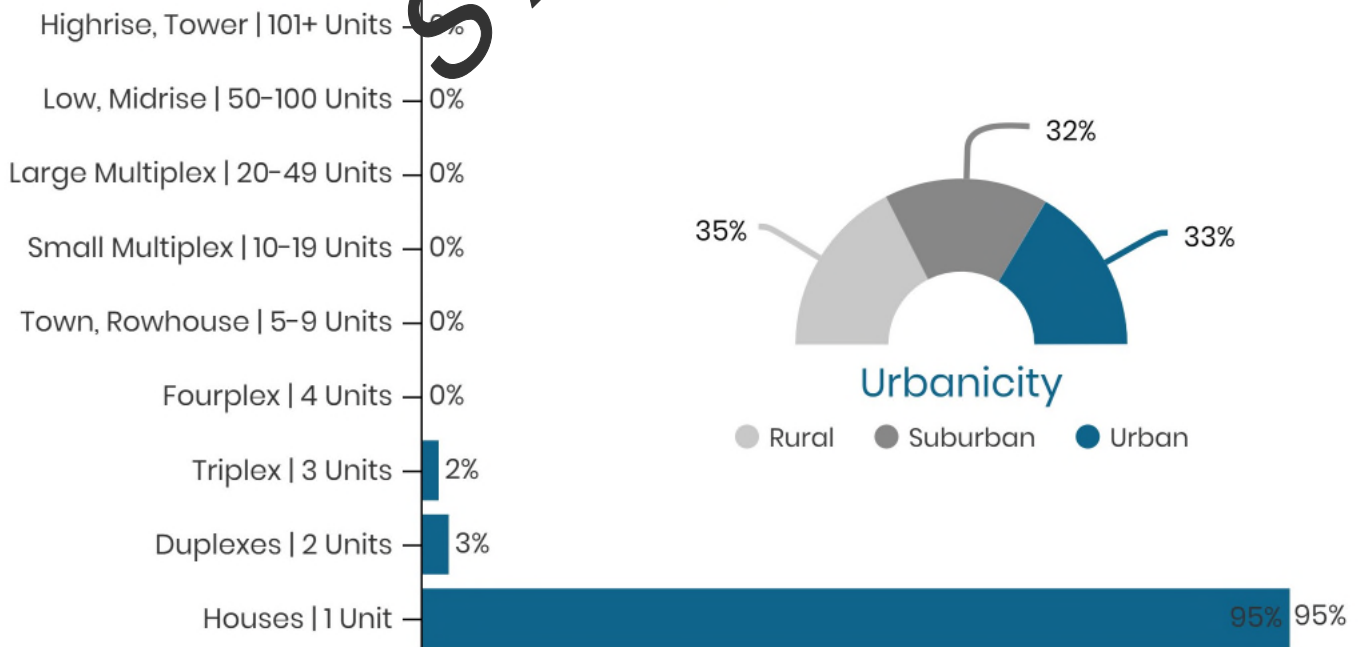
Inclination for Newer Units



Median Household Income



Inclination for Units by Building Size and Urbanicity





Comstock Center Market Assessment Migration

Prepared by:



Prepared for:

Comstock Charter Township

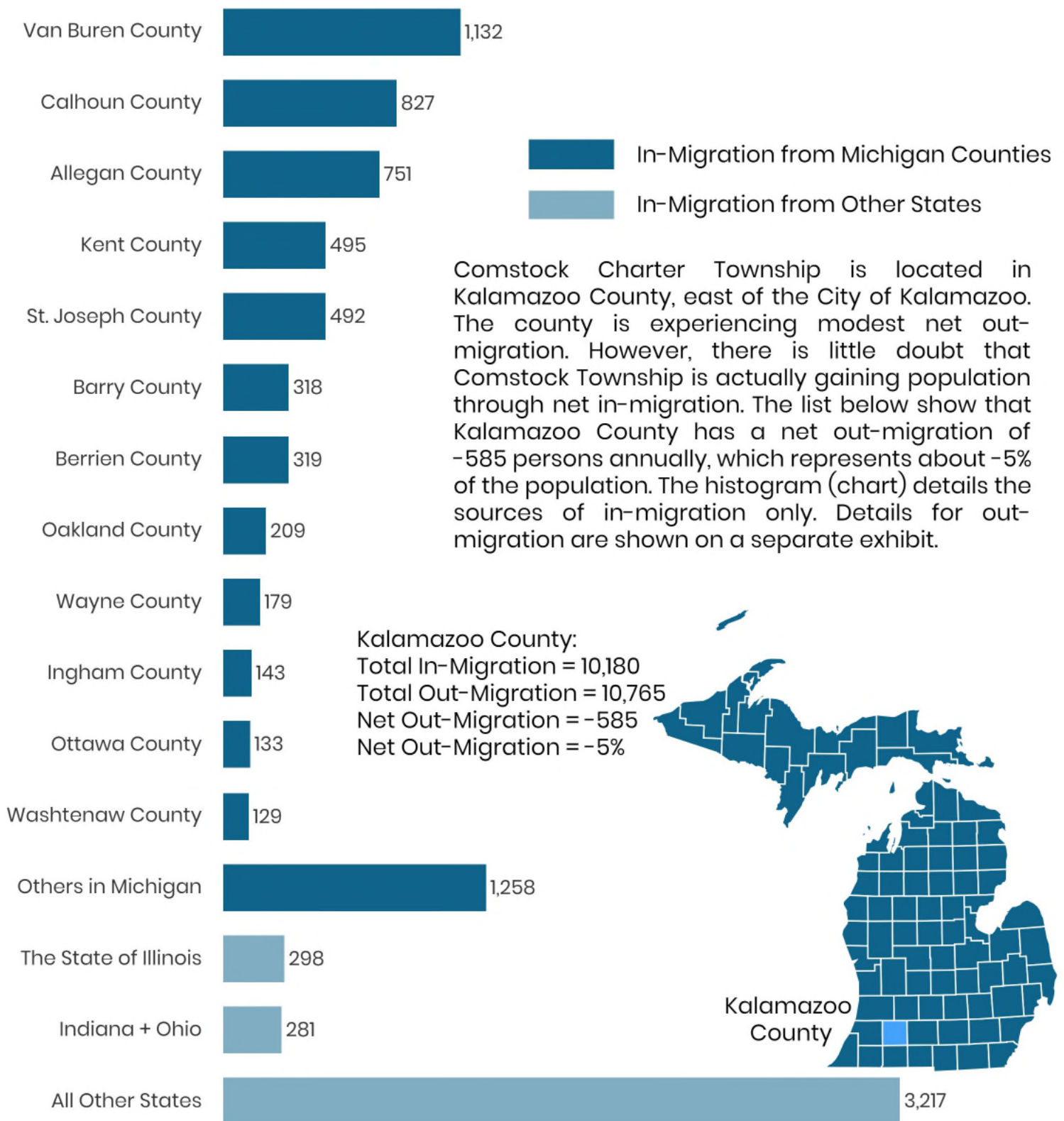
In collaboration with

Beckett & Raeder

In-Migration | Kalamazoo County

Total population migrating into the county each year, unadjusted for out-migration.

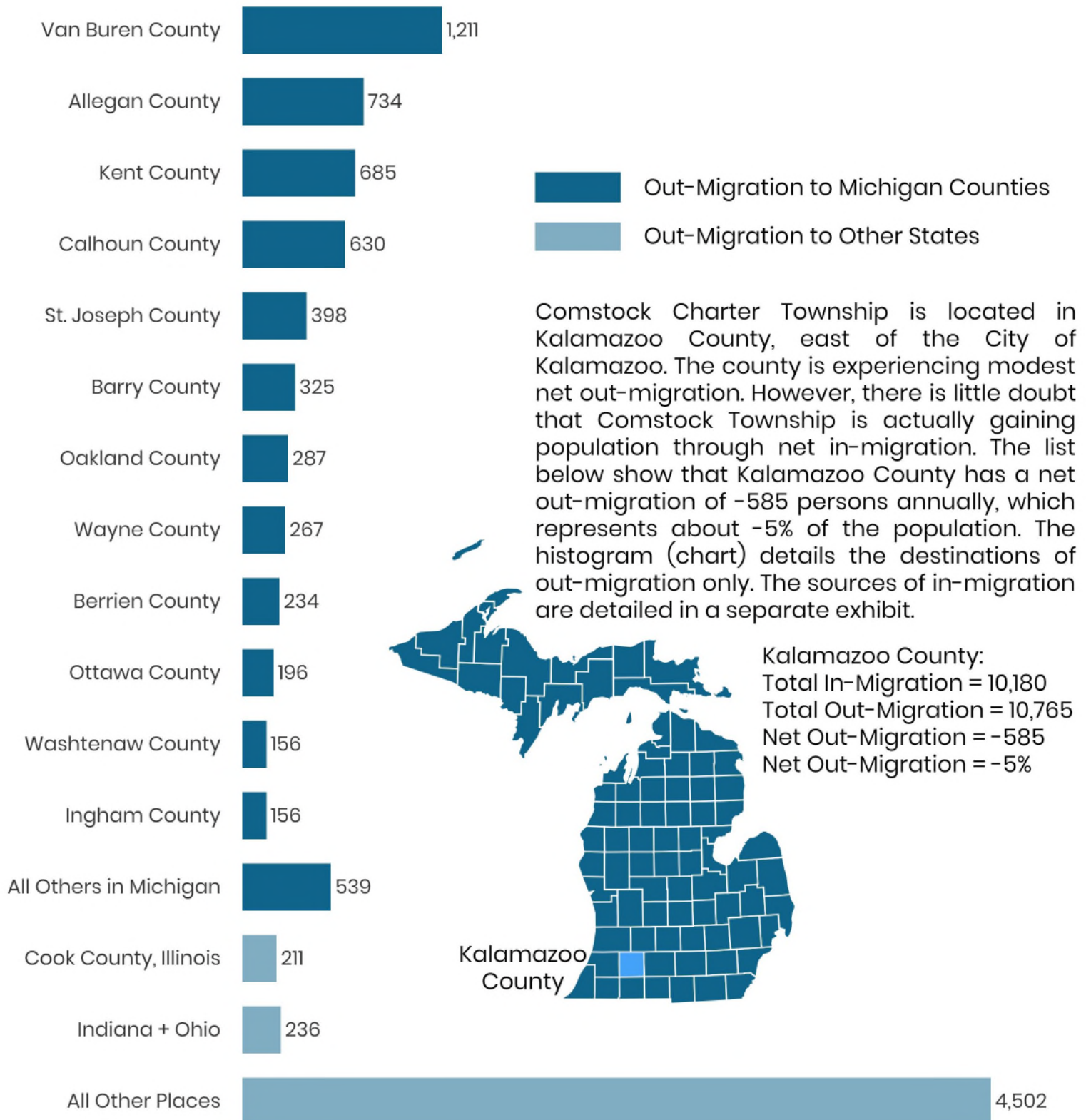
Sources of Annual Population Migrating into Kalamazoo County



Out-Migration | Kalamazoo County

Total population migrating from the county each year, unadjusted for in-migration.

Destinations of Annual Population Migrating away from Kalamazoo County





Comstock Center Market Assessment Worker Flow

Prepared by:



Prepared for:

Comstock Charter Township

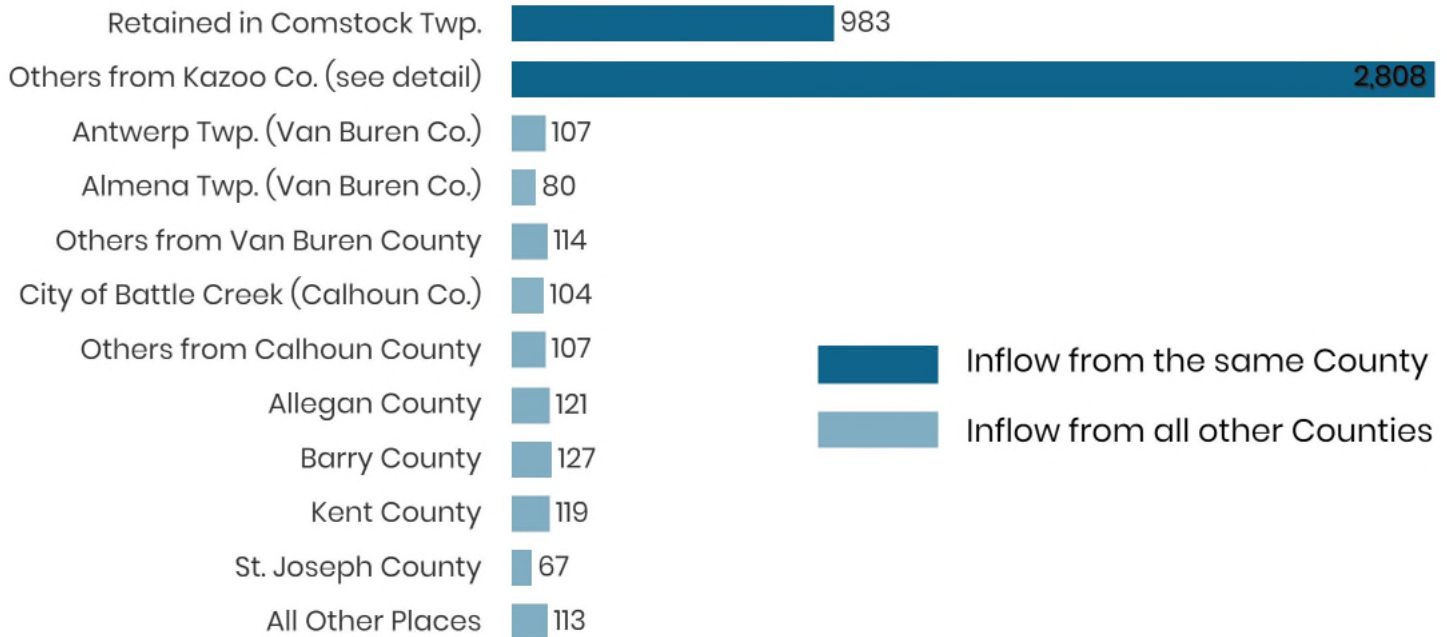
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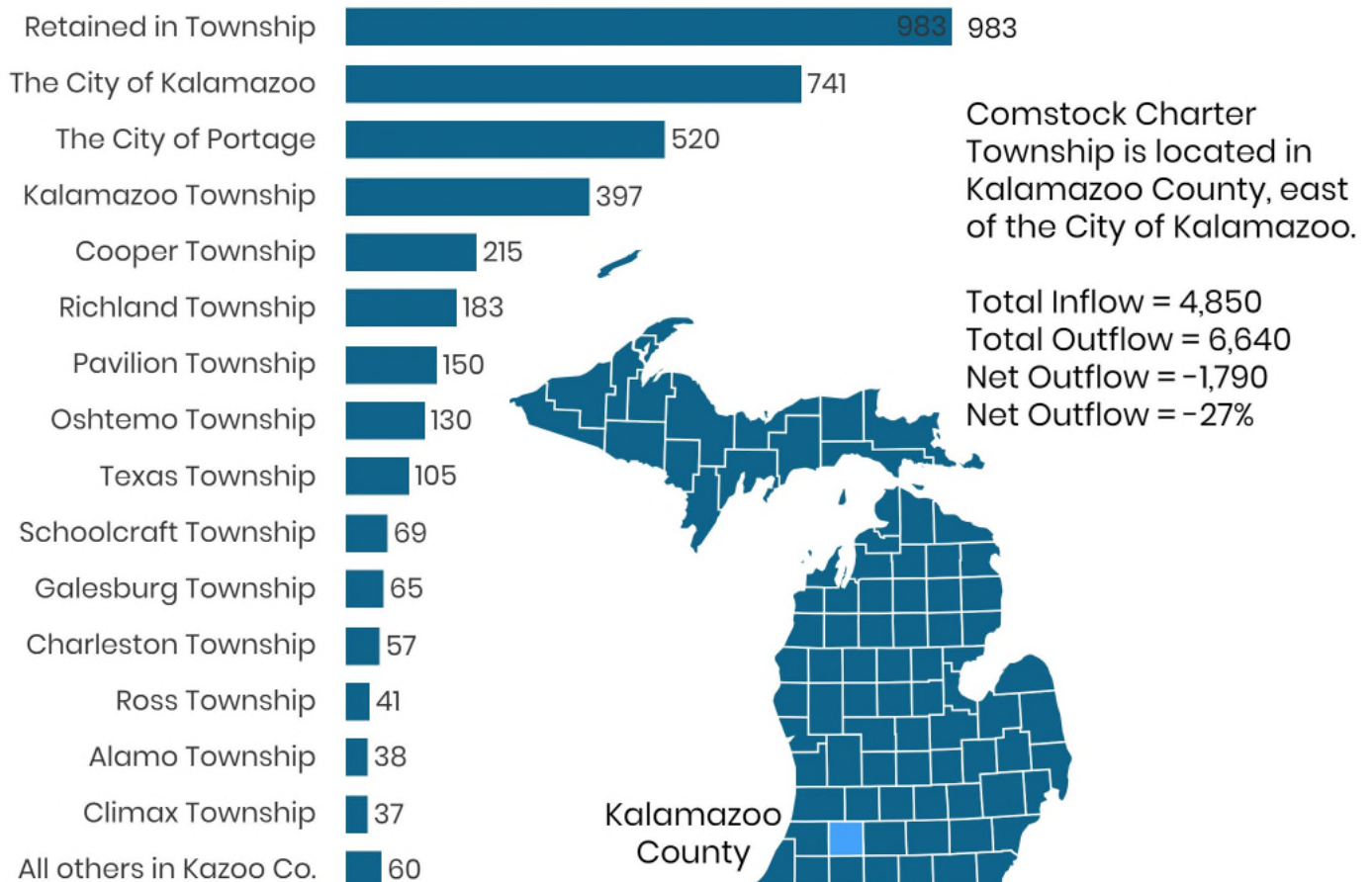
Worker Inflow | Comstock Township

The number of workers commuting into the township each day, unadjusted for outflow.

Sources of Worker Inflow into Comstock Township



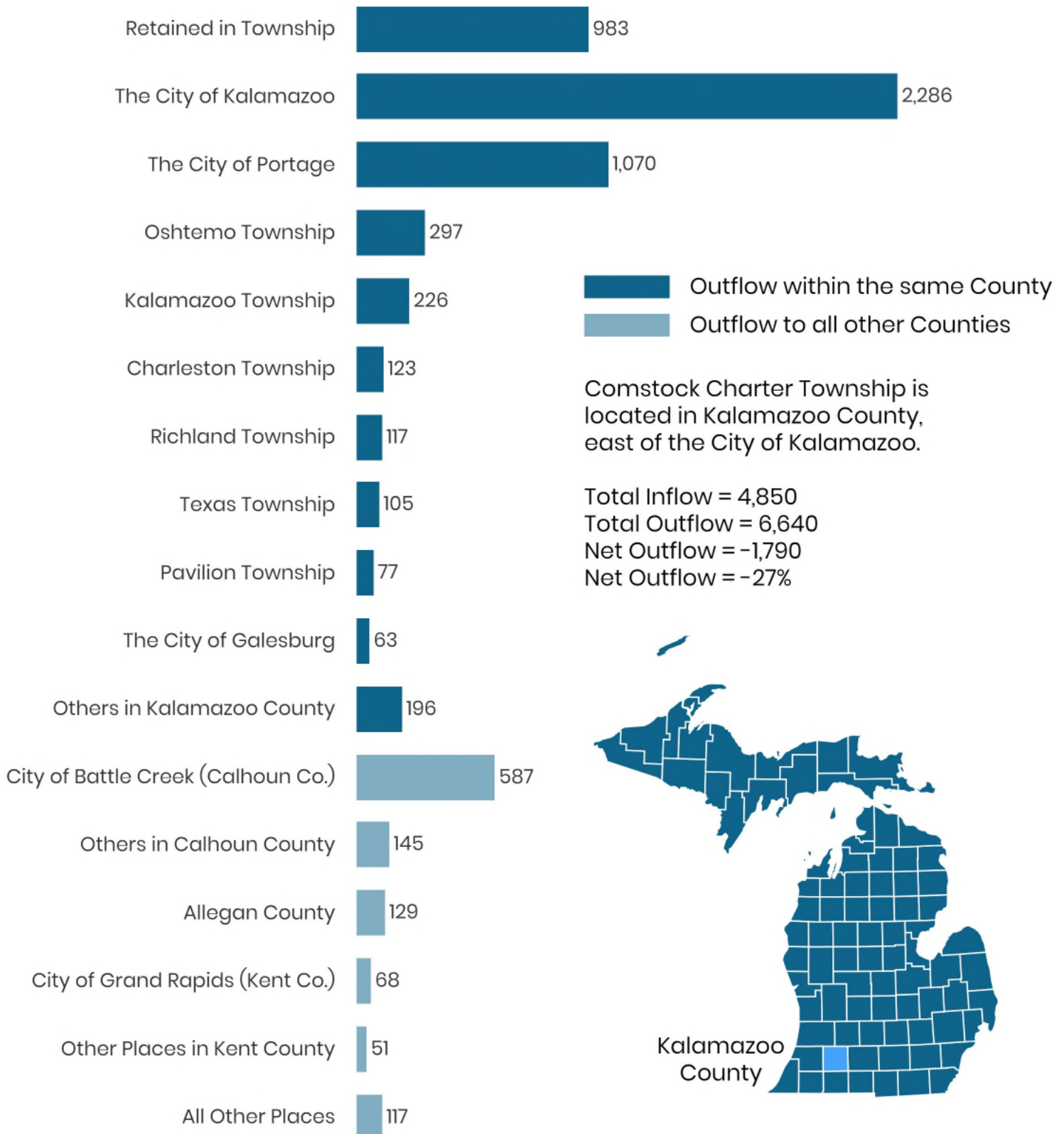
Sources of Worker Inflow into Comstock Township - Details for Kalamazoo County



Worker Outflow | Comstock Township

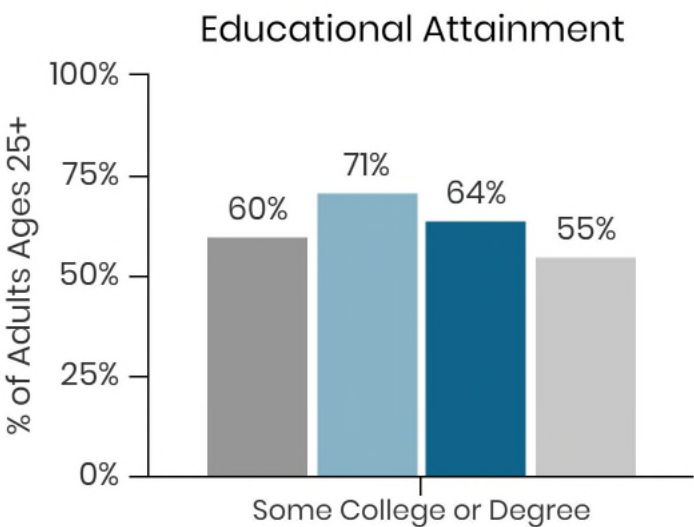
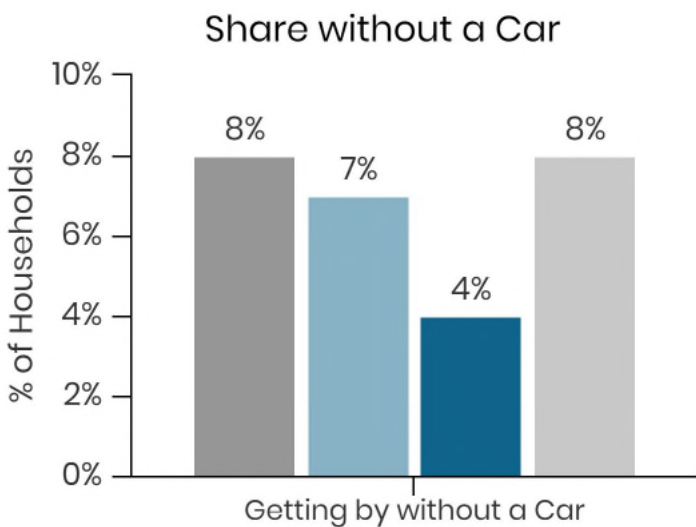
The number of workers commuting to other places each day, unadjusted for inflow.

Destinations of Worker Outflow from Comstock Township



Cars, Education, Labor Force | Comstock

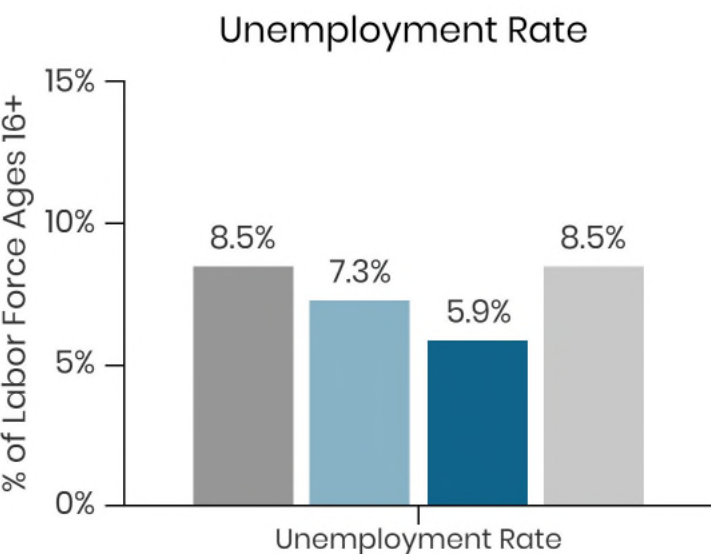
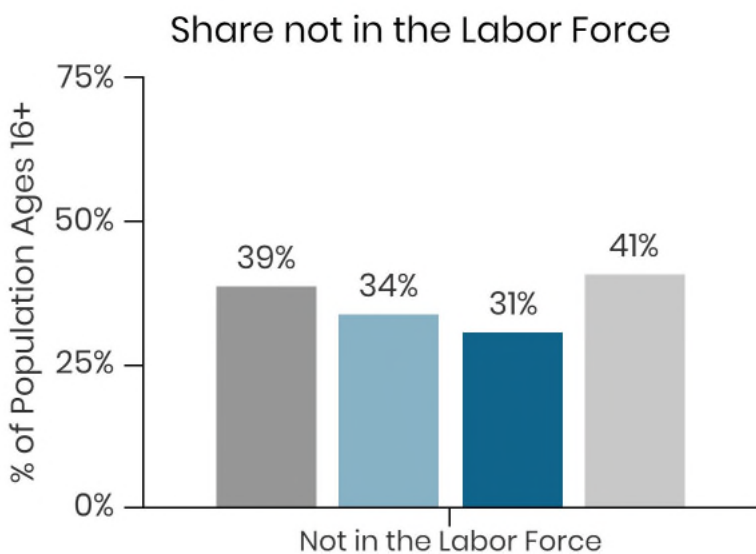
A comparison of vehicle ownership, education, labor force, and unemployment.



● The State of Michigan ● Kalamazoo County
● Comstock Township ● Calhoun County

● The State of Michigan ● Kalamazoo County
● Cpmstock Township ● Calhoun County

Observations: Compared to averages for the State of Michigan and Kalamazoo County, market indices for Comstock Township are favorable. In the township, only 4% of the households are getting by without a car; 64% of the population has some college education or a degree; the labor force non-participation rate is only 31%; and unemployment is below 6%. Nearby Calhoun County has indices that are more similar to statewide averages.



● The State of Michigan ● Kalamazoo County
● Comstock Township ● Calhoun County

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Comstock Center Market Assessment Other Parameters

Prepared by:



Prepared for:

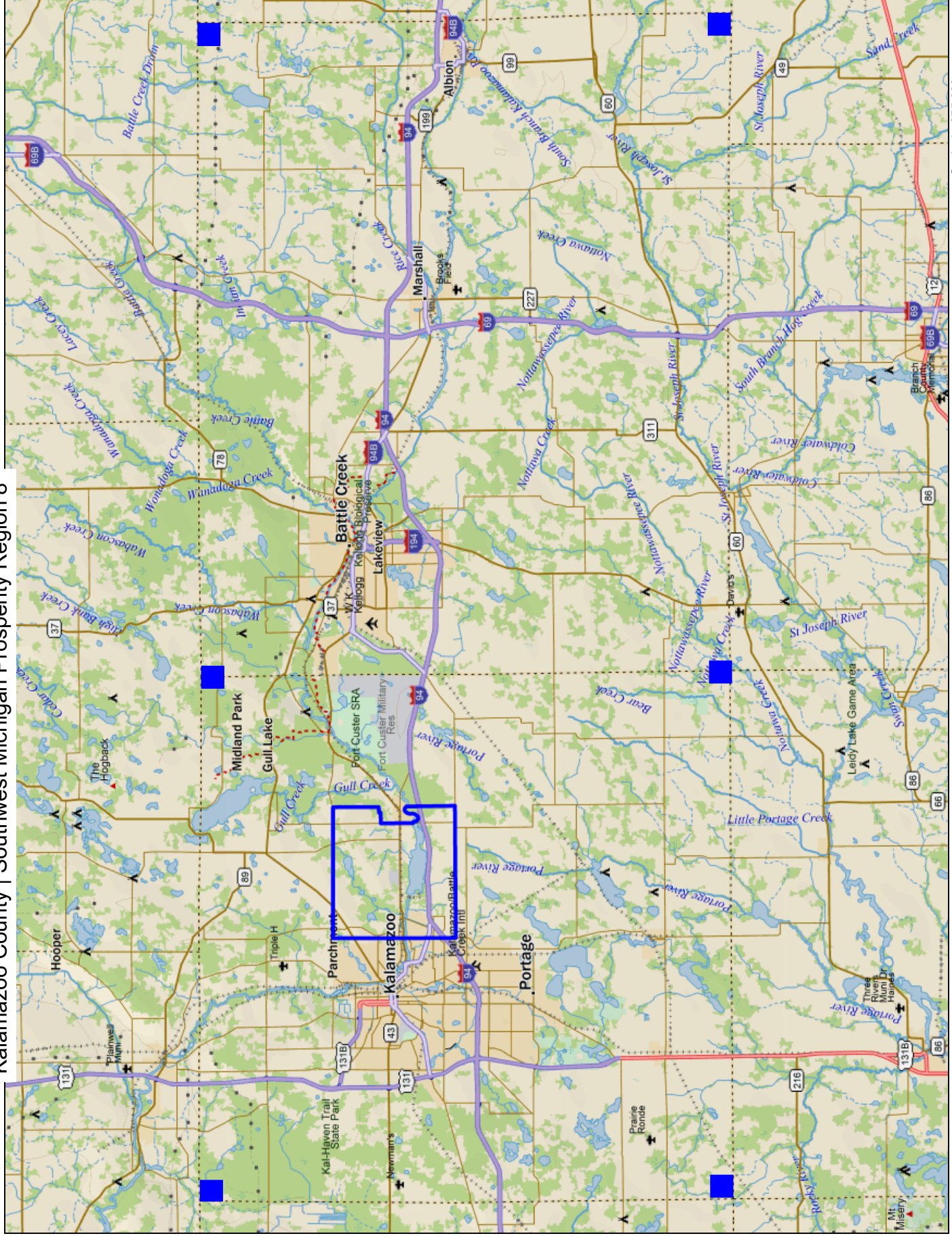
Comstock Charter Township

In collaboration with

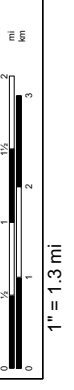
Beckett & Raeder

Geographic Setting with Places, Highways, and Lakes Kalamazoo County | Southwest Michigan Prosperity Region 8

XMap® 8



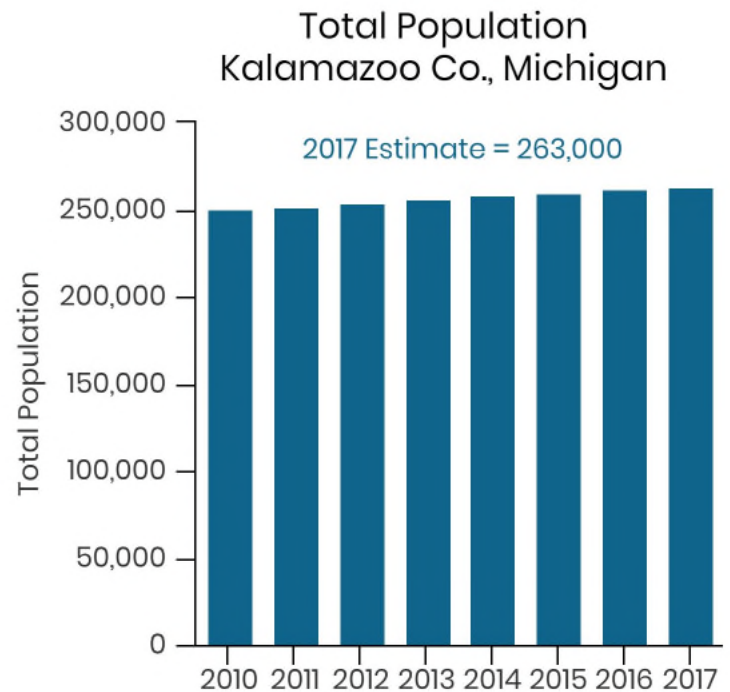
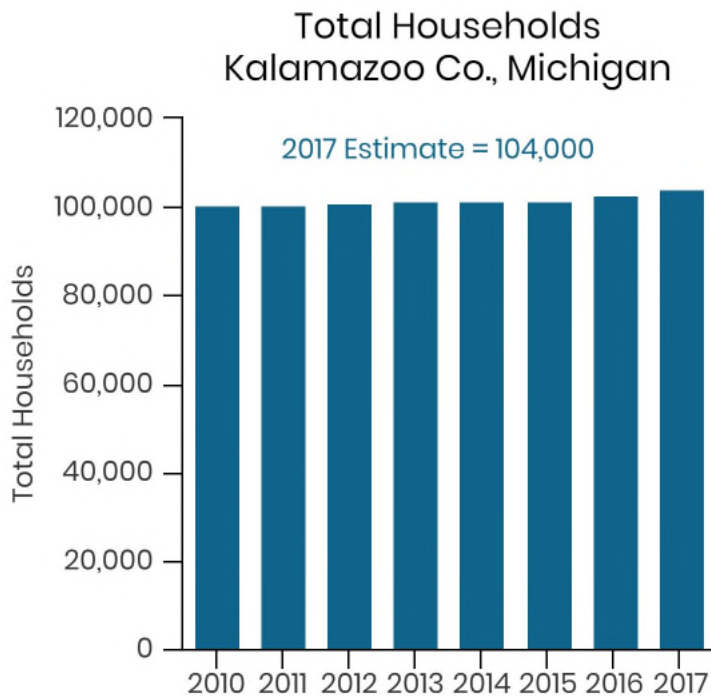
Scale 1 : 375,000



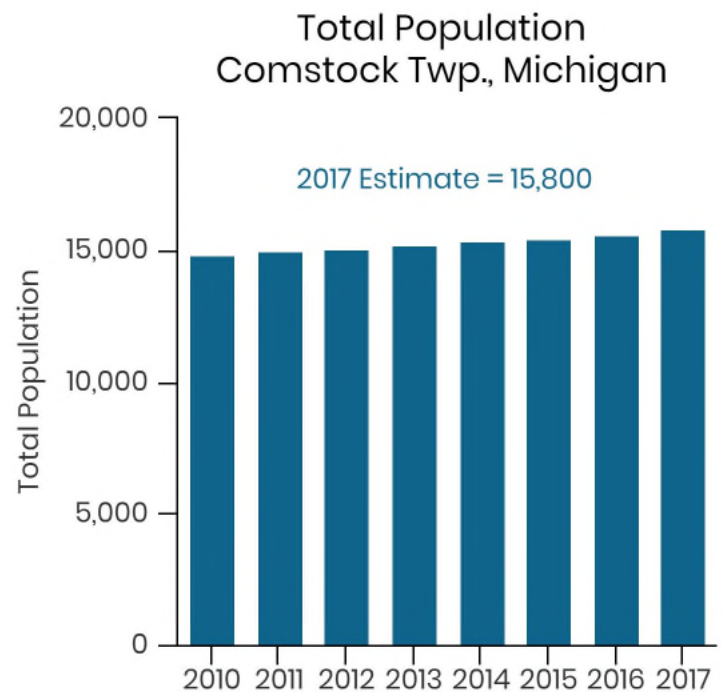
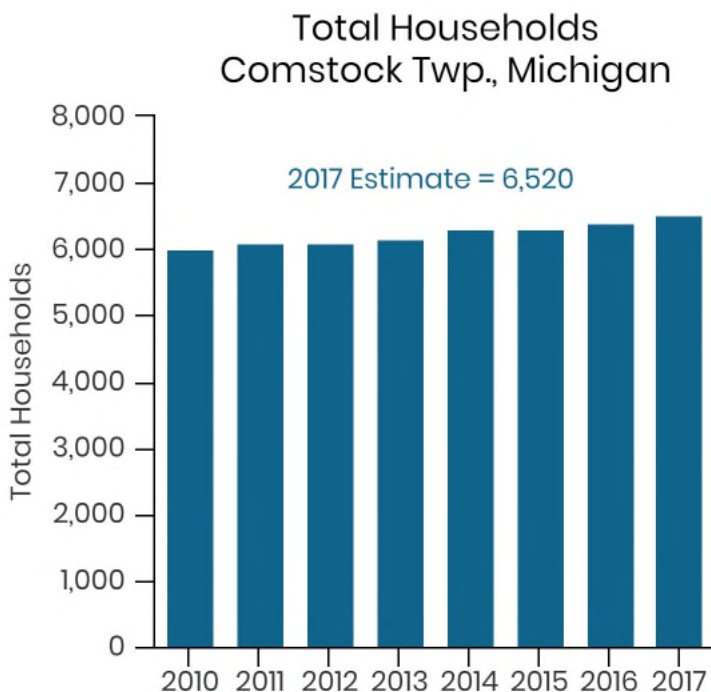
Source: Mapping provided by DeLorme; exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder; May 2018. Blue squares indicate the inside corners of the county.

Households & Population | Comstock

A comparison of total households and population over time.

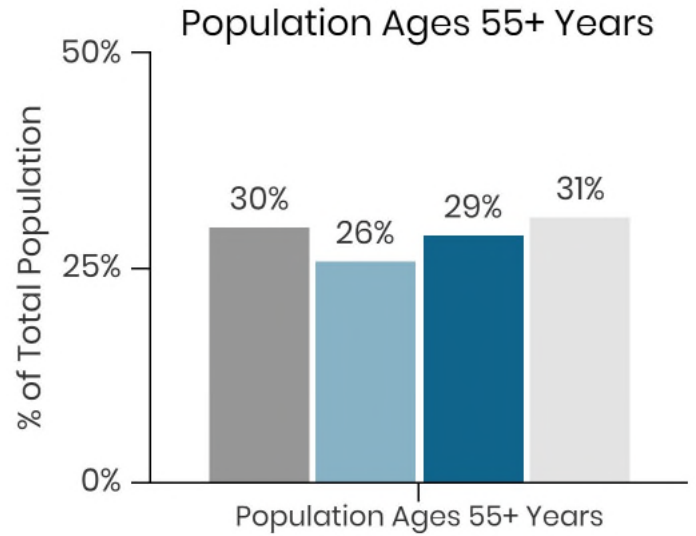
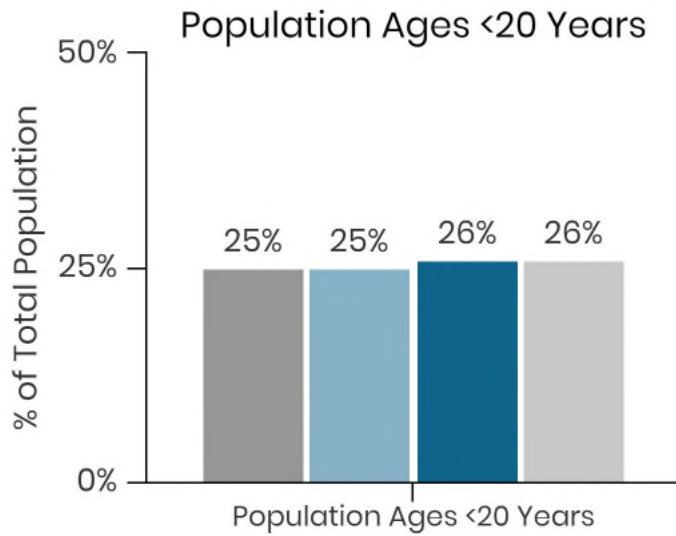


Observations: Kalamazoo County and Comstock Township are both experiencing moderate growth. The township experienced a net gain of about +120 households and about +230 persons in the past year. LandUseUSA speculates that growth could easily accelerate in the township, especially if the Comstock Center project is completed and placemaking amenities are added.



Population Age & Status | Comstock

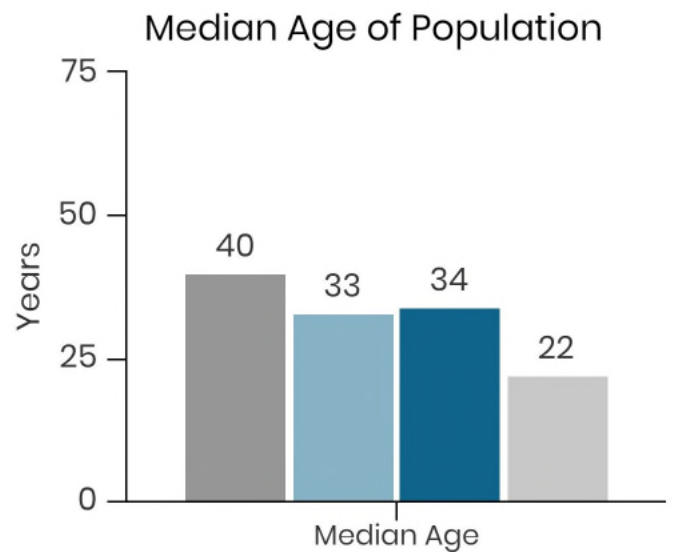
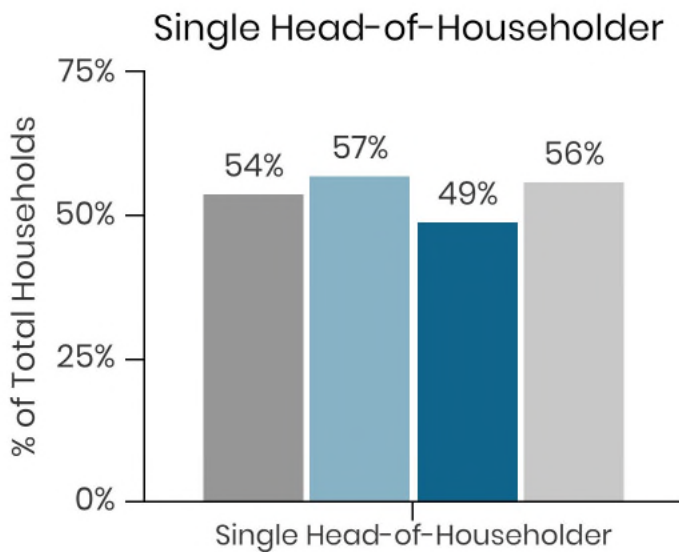
A comparison of the age profiles among the established resident population.



● The State of Michigan ● Kalamazoo County
● Comstock Township ● Calhoun County

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Observations: The age profile for Comstock Township's population is similar to averages for the State of Michigan, Kalamazoo County, and Calhoun County. The township's householders are less likely to be singles and instead are more likely to include married couples or two unrelated adults. Theoretically, this should help generate good household incomes and discretionary income for spending on retail trade.

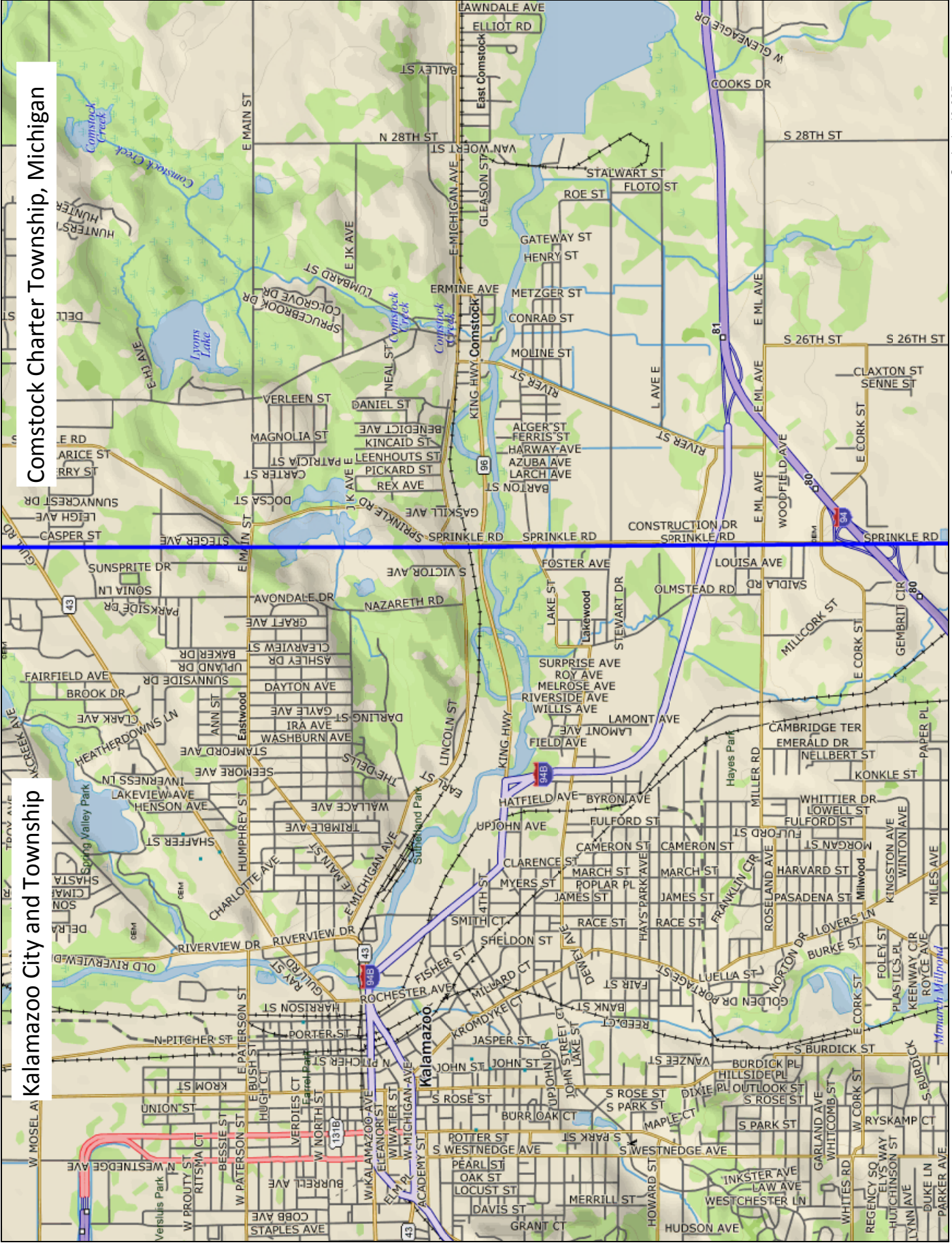


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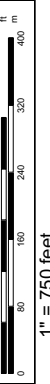
Comstock Charter Township, Michigan

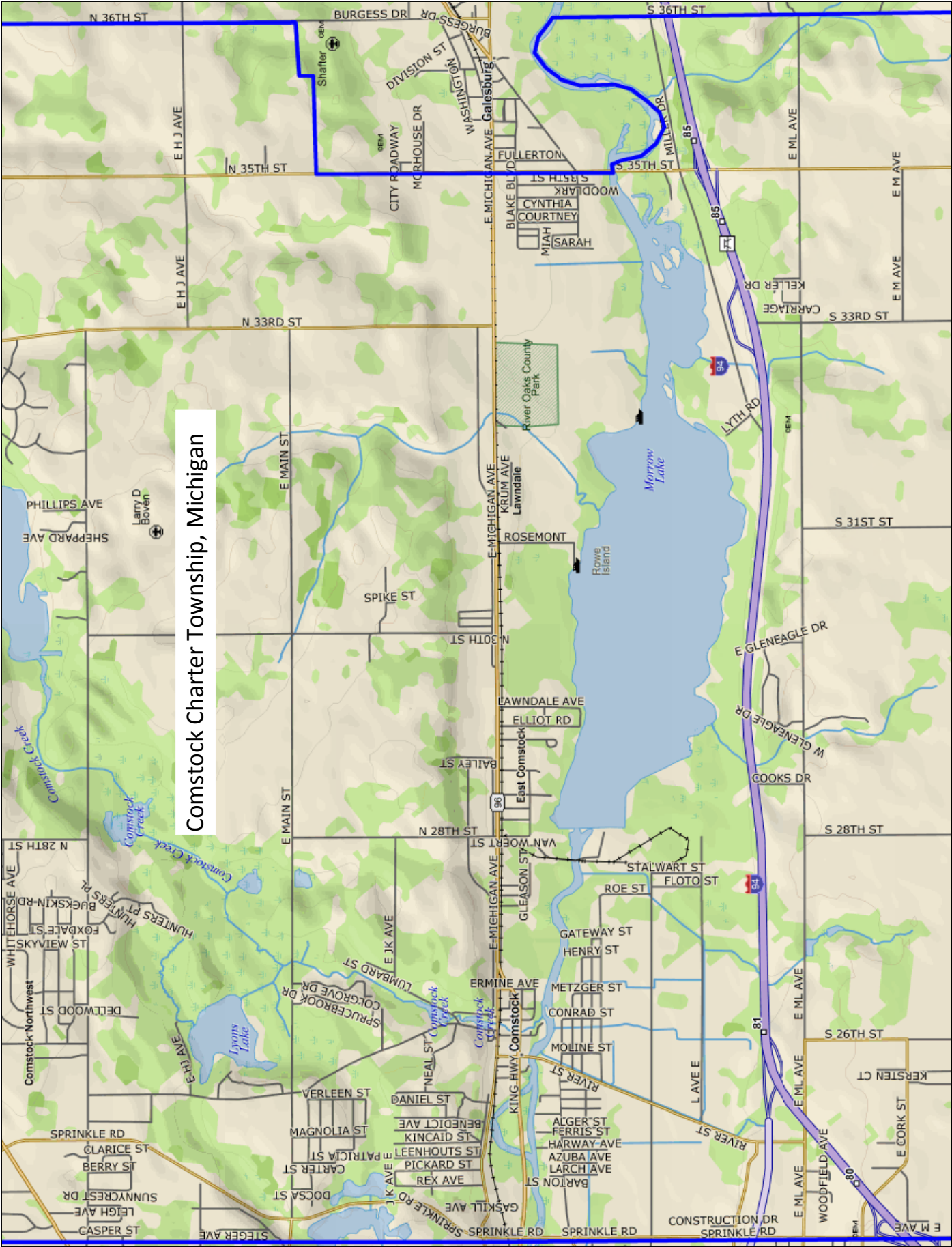
Kalamazoo City and Township



Source: Mapping provided by DeLorme; exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder; May 2018.

Scale 1 : 40,625

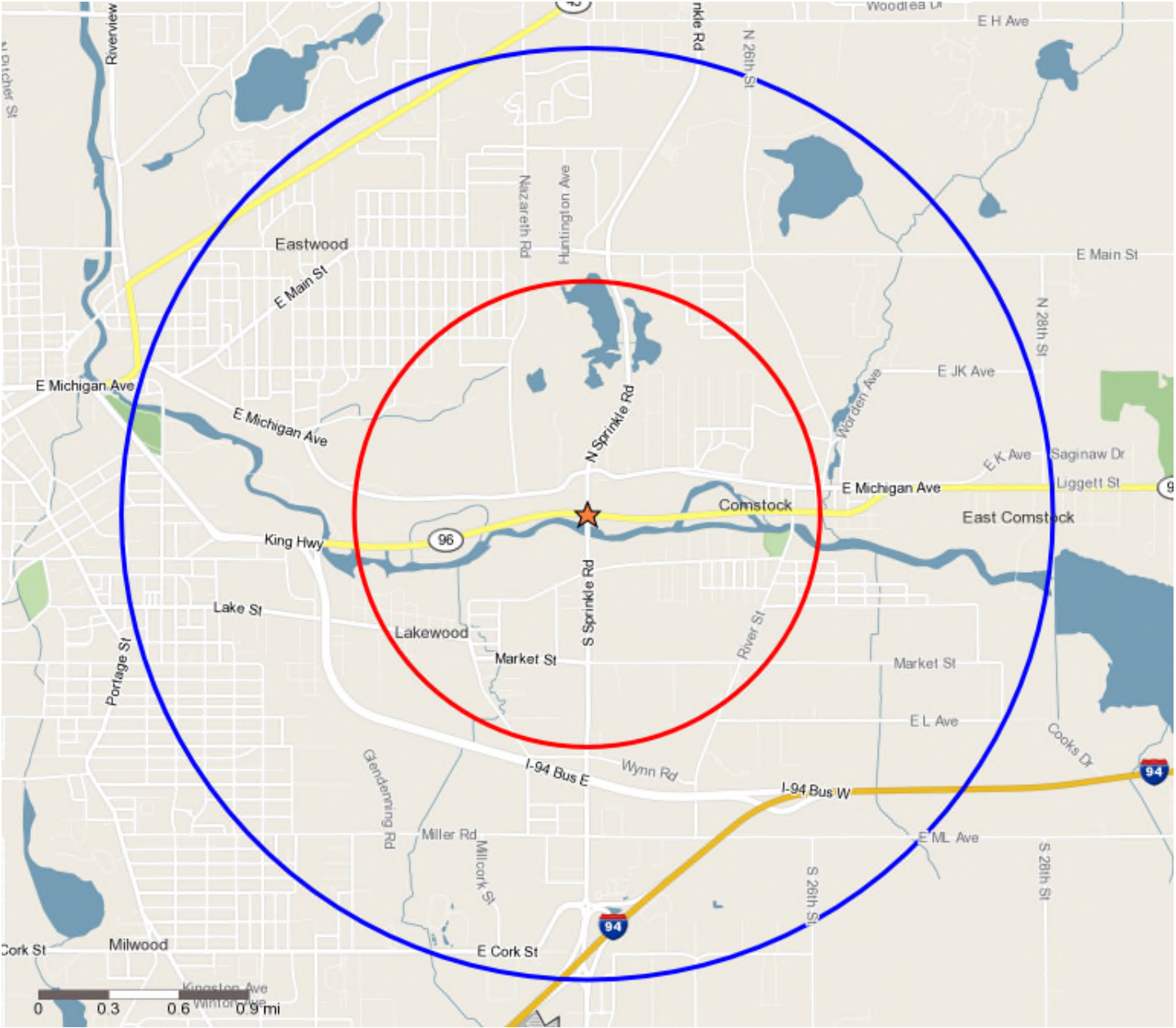






Comstock Charter Township, Michigan

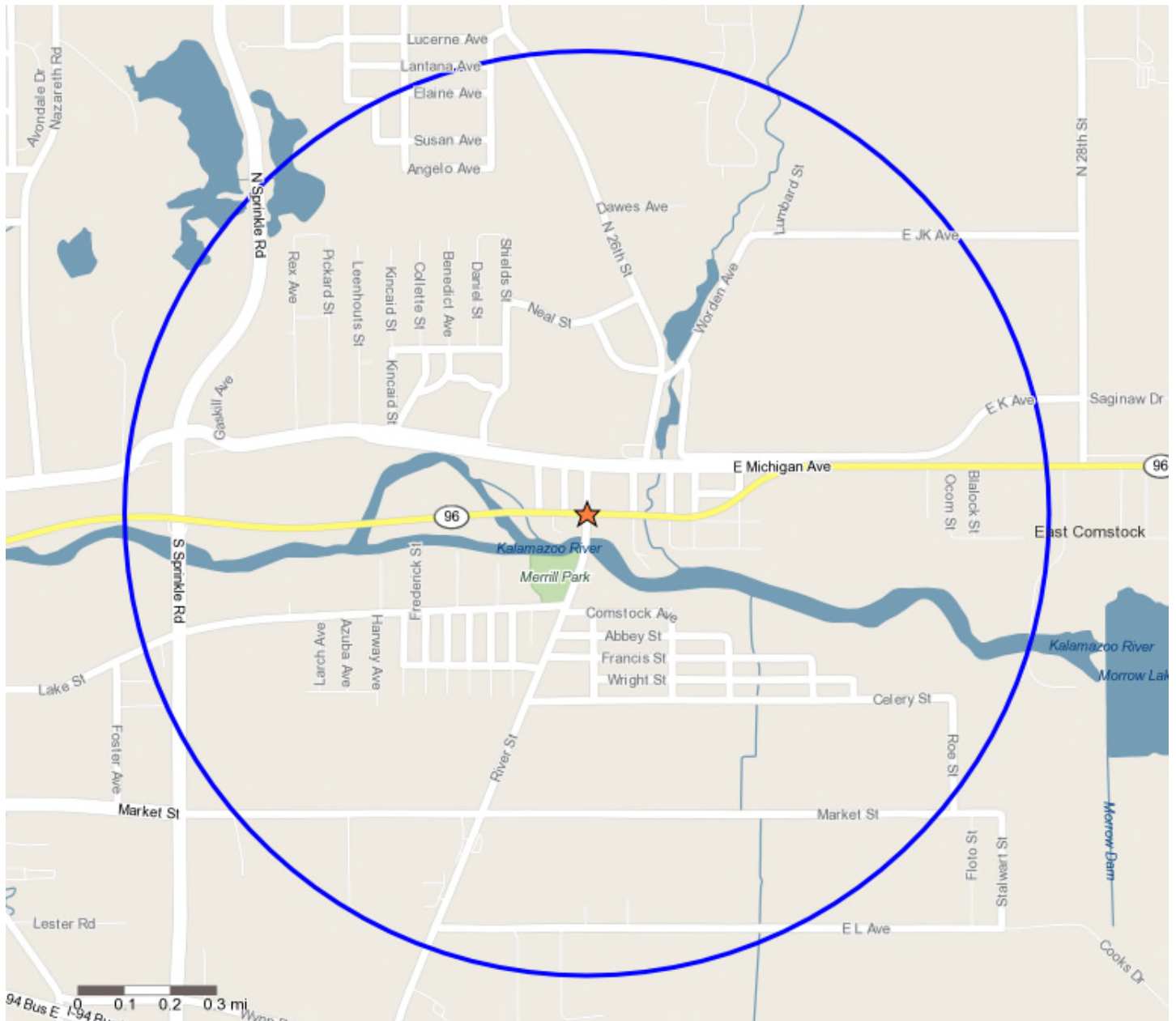
Source: Mapping provided by DeLorme; exhibit prepared by LandUseUSA in collaboration with Beckett & Raeder; May 2018.

One and Two-Mile Rings
Comstock Charter Township, Michigan



 Trade Areas (in miles) - 1
 Trade Areas (in miles) - 2

One Mile Rings
Comstock Charter Township, Michigan



Aerial Photo of Comstock Center
Comstock Charter Township, Michigan



Underlying map provided by Delorme; exhibit prepared by LandUseUSA
in collaboration with Beckett & Raeder; May 2018.